doing business with car dealerships

Doing Business with Car Dealerships: A Comprehensive Guide

Introduction:

Navigating the Automotive Industry: A Guide to Successful Dealership Partnerships

This comprehensive guide provides valuable insights for businesses looking to establish and maintain successful partnerships with car dealerships. We'll explore various aspects of this unique business landscape, from identifying the right dealerships to negotiating favorable terms and fostering long-lasting relationships. Understanding the nuances of the automotive industry is crucial for maximizing profitability and building a strong reputation within this competitive market.

Article Outline:

I. Identifying Suitable Dealership Partners
II. Understanding Dealership Needs and Business Models
III. Negotiating Contracts and Payment Terms
IV. Building and Maintaining Strong Relationships
V. Marketing and Promotion Strategies
VI. Managing Potential Conflicts and Disputes
VII. Legal and Regulatory Considerations

I. Identifying Suitable Dealership Partners:

Researching and Selecting the Right Dealership for Your Business

Thorough research is paramount. Consider factors like dealership size, brand reputation, customer base, and geographic location. Target dealerships aligning with your product or service offerings and business goals.

Analyzing Dealership Sales Data and Market Share

Examine sales figures, market share, and customer demographics to assess the dealership's potential profitability and suitability for your business. This data helps predict the success of your partnership.

Considering Dealership Reputation and Customer Reviews

Online reviews and customer feedback provide crucial insight into a dealership's reputation and customer service quality. Partnering with reputable dealerships protects your business's image.

II. Understanding Dealership Needs and Business Models:

Understanding the Dealership's Profit Margins and Business Objectives

Knowing the dealership's financial performance and business goals enables you to tailor your proposition to their specific needs. Alignment on objectives is key to a successful partnership.

Identifying the Key Decision-Makers and Their Influence

Understanding the dealership's organizational structure and identifying key decision-makers is vital for effective communication and negotiation. Build relationships with influential individuals.

Assessing the Dealership's Technological Infrastructure and Capabilities

Evaluate the dealership's technological capabilities to determine compatibility with your products or services. Understanding their systems ensures smooth integration and collaboration.

III. Negotiating Contracts and Payment Terms:

Developing a Clear and Concise Contract with Defined Objectives

A comprehensive contract outlines responsibilities, payment terms, and dispute resolution mechanisms, protecting both parties involved. Ensure all terms are clearly understood.

Negotiating Favorable Payment Terms and Conditions

Negotiate payment structures that are mutually beneficial. Consider factors such as upfront payments, payment schedules, and potential discounts for volume purchases.

Establishing Clear Performance Metrics and KPIs

Define key performance indicators (KPIs) to measure the success of the partnership. These metrics ensure accountability and allow for regular performance reviews.

IV. Building and Maintaining Strong Relationships:

Establishing Open Communication and Regular Check-Ins

Maintain open communication channels and schedule regular meetings to discuss progress, address concerns, and foster collaboration. This builds trust and strengthens the partnership.

Providing Excellent Customer Service and Support

Exceptional customer service strengthens the partnership. Dealerships value reliable support to maintain their positive reputation.

Demonstrating Value and Providing Consistent Results

Regularly demonstrate the value of your products or services. Consistent results reinforce the dealership's trust and commitment.

V. Marketing and Promotion Strategies:

Developing Joint Marketing Campaigns to Reach Target Audiences

Collaborate on targeted marketing campaigns to maximize reach and impact. Leverage the dealership's established customer base and brand recognition.

Utilizing Co-Branding and Cross-Promotional Opportunities

Utilize co-branding initiatives and cross-promotional opportunities to enhance brand awareness and reach a wider audience. This increases visibility for both parties.

Tracking Marketing ROI and Adjusting Strategies as Needed

Continuously monitor marketing ROI and adjust strategies based on performance data. Adaptability ensures optimal outcomes for both partners.

VI. Managing Potential Conflicts and Disputes:

Establishing a Dispute Resolution Process Within the Contract

Incorporate a clear dispute resolution process within the contract to ensure efficient and amicable conflict management. This minimizes disruptions to the partnership.

Proactively Addressing Concerns and Issues as They Arise

Proactive communication and problem-solving prevent minor issues from escalating into major conflicts. Early intervention is vital.

Seeking Mediation or Arbitration if Necessary

If internal conflict resolution fails, explore mediation or arbitration as alternative dispute resolution methods before resorting to litigation.

VII. Legal and Regulatory Considerations:

Understanding Relevant Laws and Regulations in the Automotive Industry

Familiarize yourself with industry-specific regulations and laws to ensure compliance and avoid legal pitfalls. This protects both partners.

Ensuring Compliance with Data Privacy and Security Requirements

Adhere to data privacy regulations and security protocols to safeguard sensitive customer information. This is crucial for maintaining trust.

Reviewing and Updating Contracts Regularly to Reflect Changes

Regularly review and update contracts to reflect changes in business conditions, market dynamics, and legal requirements. Keeping contracts current is essential.

Conclusion:

Doing business with car dealerships requires a strategic approach that combines thorough research, effective negotiation, and strong relationship-building skills. By understanding dealership needs, establishing clear expectations, and proactively addressing potential challenges, businesses can cultivate mutually beneficial partnerships that drive growth and success within the dynamic automotive industry.

Frequently Asked Questions (FAQs):

Q: What type of businesses can successfully partner with car dealerships? A: Many businesses, including those offering financing options, aftermarket products, detailing services, and warranty programs, can find success partnering with car dealerships.

Q: How long does it typically take to establish a partnership with a dealership? A: The timeframe varies, but it can range from several weeks to several months, depending on the complexity of the agreement and the negotiation process.

Q: What are the potential risks of doing business with car dealerships? A: Potential risks include disagreements over payment terms, marketing strategies, or performance expectations. A well-structured contract can mitigate many risks.

Q: How can I measure the success of my partnership with a car dealership? A: Track key performance indicators (KPIs) such as sales volume, customer satisfaction, and marketing ROI.

Related Keywords:

car dealership partnerships, automotive industry partnerships, business with car dealerships, dealership marketing, automotive business strategies, car sales partnerships, dealership collaborations, automotive industry alliances, negotiating with dealerships, automotive business development.

doing business with car dealerships: The Art and Science of Running a Car Dealership Max Zanan, 2019-10-09 This book is the pocket guide I wish I had when I first became a general manager of a Mitsubishi dealership in New York. Honestly, I am not the brightest star in the sky and made every mistake anyone could've possibly made. Unfortunately, I see dealer principals/general managers/general sales managers making the same mistakes today. The only difference is the time and consequences of these mistakes. I got my first GM gig in 2004. That was in the beginning days of the Internet, before millennials joined the workforce, and way before any viable disrupters entered the market space. It was a lot easier to get away with mistakes then. I don't think you could get away with making the same mistakes now. The stakes are too high. Automotive retail profit margins are tiny. According to the National Automobile Dealers Association (NADA), automotive net profit margin as of March 31, 2019 was merely 1.38 percent. As a result, every misstep makes it harder to stay in business.The car business desperately needs better leadership skills, understanding of social media, inventory management, fixed operations, and so much more. There is no educational barrier to the entry into car business, and there are only a handful of universities offering a major in car dealership general management, such as Liberty and Keiser. On top of that, only a tiny percentage of dealer principals and general managers attend the National Automobile Dealer Association University. That means that a vast majority of general managers receive training on the job, even if we took business-related classes in college. The auto business is a different animal. General information will only carry you so far. That is exactly why general managers make the same mistakes year after year. My goal is to break this vicious cycle and provide as much information as possible to ensure that automotive retail survives the disruptions we are witnessing today. We need to be ready for the next generation of car buyers, people who are more computer savvy and not afraid to search for better deals. According to surveys, 80 percent of millennials plan to buy a vehicle in the next five years. In fact, millennials worldwide will buy about 40 percent of all vehicles in the next decade. At the same time, they spend an average of 17 hours on line before going to a dealership.Are you ready for them?

doing business with car dealerships: How to Start, Run and Grow a Used Car Dealership on a Budget Aaron Simmons, 2017-04 How to Start, Run and Grow a Used Car Dealership on a Budget Start Part-Time or Full-Time Right from Home-Start Your Own Used Car Business It is not hard to become a used car dealer even if you are on a tight budget. As far as the income potential is concern, it is higher than most other side gigs you will find. Just imagine this, you buy a 6 years old Toyota Camry with 87K miles for $4,500, you bring it home, clean it up, fix few minor scratches, wash it wax it, then put it up for sale on Craigslist for $7100. In the first three days you get a few calls, and after 4 test drives, you sell it for $6,600. Let's see how much you made from this sale. You paid $4,400 + you spend $350 on fixing minor issues, so your total cost was $4,750, but you sold it for $6,600, so your net profit from this sale is $6,600-$4,750 = $1,850 Not bad for few hours of work. You see if you buy the right type of cars and price them right, there is no reason you can't sell 2-3 cars a month and make a handsome extra income each month. I have a friend, who has a small insurance business. He has been selling cars on the side for last 25 years, and he told me just by selling 2-3 cars a month, he was able to pay for college for all his three kids. On the other hand, if you want to grow, then start small but reinvest the profit you make from selling each car back into the business and soon you will see, you are growing at a fast and steady pace, but you have to be focused and dedicated. Let's See What You Will Learn From This Book: 12 Steps to get started All 50 State licensing requirements Bond and insurance you will need Personal financial statement & sample How to incorporate and Name your business Sample Article of Incorporation Which is the best legal business entity for you How to get a EIN number and open a Commercial Bank account Where to get all your dealer supplies and Forms What and how Auction houses work How to get started on a tight budget How to find financing for your new business All Legal requirements How to develop your Inventory How to sell cars How much can you make How to do it part-time from home Dealer management software How to grow your used car dealership Enjoy and good luck!

doing business with car dealerships: *Car Business 101* Max Zanan, 2018-12-24 Automotive retail is at crossroads--either it gets better or becomes extinct. Consumers are dissatisfied with the sales process in brick and mortar dealerships and that is the driving force behind the rise of Carvana and other industry disrupters. However, it is not too late to fix the way car dealerships operate and improve their reputation. Car Business 101 highlights irrational and counterproductive behavior that car dealers engage in on a daily basis. If you own or work in a car dealership it will be easy to recognize insanity that goes on in Sales, F&I, BDC, HR, and Parts & Service departments. This book offers a fresh perspective and plenty of practical solutions that should be implemented as soon as possible. It is informative and entertaining at the same time. It is a must read for dealer principals, dealership employees, and vendors that service car dealers.

doing business with car dealerships: American Car Dealership Robert Genat, 1999

doing business with car dealerships: *Effective Car Dealer* Max Zanan, 2020-07-13 This is my fourth book on the auto industry, and I have written it because this business is complicated, sophisticated, and ever-changing. Automotive retail is changing slowly, and one of the main reasons for that are the franchise laws. I want to urge you to operate as though franchise laws don't exist to protect you. Carvana is not going anywhere and neither is Amazon. At some point they will join forces. Also, OEM's such as Tesla, Rivian, and many more are going to go directly to the consumer, bypassing the dealer network altogether. At the end of the day, awesome customer service, whether in sales, service, or parts, will keep your customers coming back for more. Poor service and a cumbersome sales experience will drive them elsewhere-Carvana, CarMax, Tesla, Jiffy Lube, Firestone, Good Year, Valvoline, NAPA Parts, Pep Boys, etc.COVID-19 is already having a profound effect on consumer behavior and the way in which we buy and service cars. I predict that there will be two types of dealers after this pandemic abates-the first will change their business operations, adopting frictionless digital and showroom retail; the second will hope that things go back to normal and that nothing needs to change. Unfortunately, the second type of dealer will be out of business. It is ultimately your choice whether to accept change. Consumers will continue to purchase cars. The only question is: Will they will be buying from you?

doing business with car dealerships: Like I See It Dale Pollak, 2017-10-17 Simply Selling More Cars Won’t Be Enough: Revolutionizing the Retail Automotive Industry Dale Pollak believes that the car business—and the dealers who make their living in it—are in more trouble than anyone cares to admit. After four decades and three best-selling books, Pollak has witnessed the trials and triumphs of the retail automotive industry from a vantage point that few get. While car dealers are making good money, he warns that the industry is at a critical turning point, with too few paying attention to how inefficiency and lack of transparency are sapping the industry’s true potential. Amid the ever-faster confluence of technology, the Internet, and changing consumer preferences, the future prosperity of the industry is far from secure. Like I See It offers practical solutions, such as making the sales process more customer-focused and digitally driven to encourage sales, managing new and used inventory to mitigate margin compression, and ending factory bonus checks. It spurs much-needed conversations and sets guideposts that help dealers, OEMs, and solution providers improve how they do business. It also shows dealers how to stay relevant, evolve to keep up with the changing times, and deal with issues like high personnel turnover and the coming disruption of ride-sharing, self-driving cars, and Millennials who don’t want (or can’t afford) to own a car. Pollak believes that success will come to dealers who recognize that each customer engagement is a chance to make a positive impact and create a bond. He offers a collectively minded approach that will help build a better, more profitable, and prosperous retail automotive industry for tomorrow.

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doing business with car dealerships: Customers for Life Carl Sewell, Paul B. Brown, 2009-07-01 In this completely revised and updated edition of the customer service classic, Carl Sewell enhances his time-tested advice with fresh ideas and new examples and explains how the groundbreaking “Ten Commandments of Customer Service” apply to today’s world. Drawing on his incredible success in transforming his Dallas Cadillac dealership into the second largest in America, Carl Sewell revealed the secret of getting customers to return again and again in the original Customers for Life. A lively, down-to-earth narrative, it set the standard for customer service excellence and became a perennial bestseller. Building on that solid foundation, this expanded edition features five completely new chapters, as well as significant additions to the original material, based on the lessons Sewell has learned over the last ten years. Sewell focuses on the expectations and demands of contemporary consumers and employees, showing that businesses can remain committed to quality service in the fast-paced new millennium by sticking to his time-proven approach: Figure out what customers want and make sure they get it. His “Ten Commandants” provide the essential guidelines, including: • Underpromise, overdeliver: Never disappoint your customers by charging them more than they planned. Always beat your estimate or throw in an extra service free of charge. • No complaints? Something’s wrong: If you never ask your customers what else they want, how are you going to give it to them? • Measure everything: Telling your employees to do their best won’t work if you don’t know how they can improve.

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doing business with car dealerships: Be Your Own Boss! Used Car Dealership Business Startup Jack Porter, 2019-06-12 Be Your Own Boss! Used Car Dealership Business Startup A Detail Step By Step Guide to Starting a Successful Preowned Car Lot Business for All 50 States Have you ever wanted to be your own boss? Are you looking for a rewarding career? Do you consider yourself a master salesman, or maybe want to become one? Are you looking to start a business that really matters? Car dealership owners provide a much-needed service to our communities, and this service is with a personal touch that cannot be achieved via an online-only buying experience. Sometimes it appears that there are more cars on the road than people already, how could you possibly make any money in this industry? The market has never been better for individuals who are striving to begin their own used car dealership. Used car dealerships are a recession sturdy business model. With my 30 years of hands-on experience in the automobile dealership industry, this book fulfills my need to give something back. I share all of my wisdom and time-honored advice for venturing into your dream career! My family memories involve selling baseball cards at the local flea market and traveling to auto auctions with my father and Uncle Sam. I was an adult at the time of my first auction, but I felt like a kid on his way to the circus. I became captivated by all of the action happening between the auctioneer and the people with the paddles. My Uncle Sam's voice cut through the bidding to yell the winning bid for a beat-up and rusted yet supposedly reliable pick-up truck. Three weeks and two paint jobs later, I was able to watch him sell it for a $3,500 profit. I was immediately hooked. Ever since then, I knew I desperately wanted to sell used cars, but not just for the insane profits. I once sold a gently used Volvo in great condition to an elderly couple who were completely thrilled to have it. They wanted it for safety reasons and of course its record of reliability. That made me proud. Moments like these make it all worth it. Car salesmen have to be therapists, educators, and extended family all rolled into one. The entire experience can be very rewarding! If you have a passion for cars, helping others, and making lots of money, you cannot go wrong with starting your own car dealership. In this Be Your Own Boss! Used Car Dealership Business Startup book, I show you everything you need to know, from start to finish of how to run a used car dealership. You can even start from the comfort of your own home! You'll learn the basics like: What impact the car industry has Why you should start a used car dealership NOW How to complete market research What the pros and cons are of starting a used car lot How & Where to buy your inventory How to Navigate through the two big Auction Houses How to price your stock How to market yourself Most importantly, I give you some cold, hard facts. What your initial startup costs will be How to finance The legal requirements What licenses you'll need Answers to some difficult issues you'll face What legal issues you need to consider Licensing requirements & Fees for all 50 states All of this is sprinkled with my time-tested advice and experience. I yearn to give back and mentor some up-and-coming entrepreneurs! I also include a full listing of instructions and regulations to start your own used car dealership, broken down by state in an expansive appendix. With this all-inclusive guide, you will have all the tools you need to begin the greatest journey of your life! As an added bonus, with the purchase of this paperback book, you can also download the eBook version for FREE!

doing business with car dealerships: Assumptive Selling Steve Stauning, 2018-07-16 Assumptive selling is about knowing everyone is a buyer... and knowing that the first time you believe someone is not, you'll be right. Take charge of your sales career by recognizing that everyone is a buyer and they want to buy today. What's more, is that if you do take charge, if you are direct, and if you provide the right guidance, they'll want to buy from you!

doing business with car dealerships: How to Sell Anything to Anybody Joe Girard, 2006-02-07 Joe Girard was an example of a young man with perseverance and determination. Joe began his working career as a shoeshine boy. He moved on to be a newsboy for the Detroit Free Press at nine years old, then a dishwasher, a delivery boy, stove assembler, and home building contractor. He was thrown out of high school, fired from more than forty jobs, and lasted only ninety-seven days in the U.S. Army. Some said that Joe was doomed for failure. He proved them wrong. When Joe started his job as a salesman with a Chevrolet agency in Eastpointe, Michigan, he finally found his niche. Before leaving Chevrolet, Joe sold enough cars to put him in the Guinness Book of World Records as 'the world's greatest salesman' for twelve consecutive years. Here, he shares his winning techniques in this step-by-step book, including how to: o Read a customer like a book and keep that customer for life o Convince people reluctant to buy by selling them the right way o Develop priceless information from a two-minute phone call o Make word-of-mouth your most successful tool Informative, entertaining, and inspiring, HOW TO SELL ANYTHING TO ANYBODY is a timeless classic and an indispensable tool for anyone new to the sales market.

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doing business with car dealerships: Ask a Manager Alison Green, 2018-05-01 From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of Broke Millennial: Stop Scraping By and Get Your Financial Life Together

doing business with car dealerships: The White Coat Investor James M. Dahle, 2014-01 Written by a practicing emergency physician, The White Coat Investor is a high-yield manual that specifically deals with the financial issues facing medical students, residents, physicians, dentists, and similar high-income professionals. Doctors are highly-educated and extensively trained at making difficult diagnoses and performing life saving procedures. However, they receive little to no training in business, personal finance, investing, insurance, taxes, estate planning, and asset protection. This book fills in the gaps and will teach you to use your high income to escape from your student loans, provide for your family, build wealth, and stop getting ripped off by unscrupulous financial professionals. Straight talk and clear explanations allow the book to be easily digested by a novice to the subject matter yet the book also contains advanced concepts specific to physicians you won't find in other financial books. This book will teach you how to: Graduate from medical school with as little debt as possible Escape from student loans within two to five years of residency graduation Purchase the right types and amounts of insurance Decide when to buy a house and how much to spend on it Learn to invest in a sensible, low-cost and effective manner with or without the assistance of an advisor Avoid investments which are designed to be sold, not bought Select advisors who give great service and advice at a fair price Become a millionaire within five to ten years of residency graduation Use a Backdoor Roth IRA and Stealth IRA to boost your retirement funds and decrease your taxes Protect your hard-won assets from professional and personal lawsuits Avoid estate taxes, avoid probate, and ensure your children and your money go where you want when you die Minimize your tax burden, keeping more of your hard-earned money Decide between an employee job and an independent contractor job Choose between sole proprietorship, Limited

Liability Company, S Corporation, and C Corporation Take a look at the first pages of the book by clicking on the Look Inside feature Praise For The White Coat Investor Much of my financial planning practice is helping doctors to correct mistakes that reading this book would have avoided in the first place. - Allan S. Roth, MBA, CPA, CFP(R), Author of How a Second Grader Beats Wall Street Jim Dahle has done a lot of thinking about the peculiar financial problems facing physicians, and you, lucky reader, are about to reap the bounty of both his experience and his research. - William J. Bernstein, MD, Author of The Investor's Manifesto and seven other investing books This book should be in every career counselor's office and delivered with every medical degree. - Rick Van Ness, Author of Common Sense Investing The White Coat Investor provides an expert consult for your finances. I now feel confident I can be a millionaire at 40 without feeling like a jerk. - Joe Jones, DO Jim Dahle has done for physician financial illiteracy what penicillin did for neurosyphilis. - Dennis Bethel, MD An excellent practical personal finance guide for physicians in training and in practice from a non biased source we can actually trust. - Greg E Wilde, M.D Scroll up, click the buy button, and get started today!

doing business with car dealerships: *Car Dog Millionaire* Jim Flint, Michelle Lenzen, 2016-01-25 Showcasing the undeniable link between online presence and automotive sales, this marketing guide combines a unique quiz show spin with vital information on how to make more money selling cars.

doing business with car dealerships: *Artificial Intelligence Basics* Tom Taulli, 2019-08-01 Artificial intelligence touches nearly every part of your day. While you may initially assume that technology such as smart speakers and digital assistants are the extent of it, AI has in fact rapidly become a general-purpose technology, reverberating across industries including transportation, healthcare, financial services, and many more. In our modern era, an understanding of AI and its possibilities for your organization is essential for growth and success. Artificial Intelligence Basics has arrived to equip you with a fundamental, timely grasp of AI and its impact. Author Tom Taulli provides an engaging, non-technical introduction to important concepts such as machine learning, deep learning, natural language processing (NLP), robotics, and more. In addition to guiding you through real-world case studies and practical implementation steps, Taulli uses his expertise to expand on the bigger questions that surround AI. These include societal trends, ethics, and future impact AI will have on world governments, company structures, and daily life. Google, Amazon, Facebook, and similar tech giants are far from the only organizations on which artificial intelligence has had—and will continue to have—an incredibly significant result. AI is the present and the future of your business as well as your home life. Strengthening your prowess on the subject will prove invaluable to your preparation for the future of tech, and Artificial Intelligence Basics is the indispensable guide that you’ve been seeking. What You Will Learn Study the core principles for AI approaches such as machine learning, deep learning, and NLP (Natural Language Processing)Discover the best practices to successfully implement AI by examining case studies including Uber, Facebook, Waymo, UiPath, and Stitch FixUnderstand how AI capabilities for robots can improve businessDeploy chatbots and Robotic Processing Automation (RPA) to save costs and improve customer serviceAvoid costly gotchasRecognize ethical concerns and other risk factors of using artificial intelligenceExamine the secular trends and how they may impact your business Who This Book Is For Readers without a technical background, such as managers, looking to understand AI to evaluate solutions.

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doing business with car dealerships: Paying It Backward Tony March, Marvin Karlins, 2020-03-10 For more than forty years, Tony March generously donated most of his fortune and countless hours to help those in need, but no one ever knew—until now. To the public, he was the founder of one of the most successful minority-owned businesses in the country, a champion for minority business owners, and a respected community leader entrusted to manage $1 billion in state funds. Privately, however, Tony indulged his true passion: getting his hands dirty serving the homeless community. In shocking detail, Paying It Backward presents Tony's incredible journey from poverty, abuse, racism, and depression in a Daytona Beach ghetto to the highest level of business success and a life filled with purpose. More importantly, Tony shows how anyone—no matter who they are or where they come from—can improve their lives, conquer any hardship, and develop a heart for serving others. When you reach the top of the mountain, Tony says, you can either sit at the peak or reach back down and help others climb. In Paying It Backward, Tony reflects on his struggles on the way up—and the joy he found by reaching back down.

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