

Engaging BMW Centers

Building great partners one BMW center at a time

BMW CCA

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Issue:

BMW CCA and most chapters are in need of financial and resource support for their activities around the United States. As a single mark club, BMW is our natural supporter. As the focal point of the BMW/club relationship, BMW centers are potentially our most important sponsors and supporters of club activities.

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Background:

Many BMW centers have a great working relationship with the local club chapters. Too many other BMW centers have not engaged with BMW CCA membership in many years for various reasons. Club/center relationships have thrived or failed based on great friendships, favors done, business conducted, complaints and recriminations.

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The 350 BMW centers located around the United States are potentially our best opportunity to:

- Enhance membership
- Increase membership participation
- Gain sponsorship resources
- Develop new fun events and programs
- Save members \$
- Support charitable causes
- And generally build on the BMW club lifestyle

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A note on past history:

Over the decades, there have been lots of complaints about BMW centers, many of which were based on individual issues with BMW owners/club members. There have also been many stories about great BMW centers offering super service and well priced cars. Everyone here has a personal story to tell, good, bad or indifferent.

It is not our cause to rehash old stories about this BMW center or that. It is our endeavor to develop a new relationship with BMW centers based on sound business principles, beneficial to all parties involved.

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BMW CCA National Office conducted a BMW center focus group:

BMW center management:

- 1. know little about club activities beyond *Roundel***
2. was surprised by the number of club member cars in operation
3. was really surprised by the number of new/CPO cars sold to club members by individual centers
4. recognized the value of club activities if they provided a positive image for both the club and the BMW center
5. provided suggestions on how club members can help sell new cars while gaining new members
- 6. thought a good working relationship with the club was long overdue**

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Objective: Generate a symbiotic relationship between the local BMW center and BMW CCA chapters.

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Strategy: To develop a on-going program for the development and/or enhancement of a mutually beneficial, continuously active relationship between American BMW Centers and BMW CCA local chapters while including mutually beneficial BMW Club Foundation assets.

This is done in two ways:

1. Appeal to the BMW center management by positioning the dealer and their center positively in the local community.
2. Show them the relationship enhances their sales/profits with only a small investment in their centers resources while building brand passion and loyalty.

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Implementation at the Chapter level:

1. Recognize local BMW centers as a potential partner in future programs
2. Get local chapter officials on board with the program
3. Discuss the new initiative in the chapter newsletters
4. Strive to build a business relationship with centers as you would any other quality sponsor

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Implementation at the Chapter level:

5. Develop a chapter liaison for each local BMW center who:
 - a) Has great interpersonal/sales skills
 - b) Might already have a great relationship with the center
 - c) Is committed to working on the program over 2 years to develop mutual trust and empathy

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Implementation at the Chapter level:

Chapter Liaison responsibilities:

1. One chapter liaison per center (not necessarily a chapter board member)
2. Minimum standard: At least bi-annual face to face meeting and monthly phone contact recommended to maintain crucial interpersonal relationships.
3. Liaison responsibilities:
 - a) Maintain contact, offer center opportunities, invite to events
 - b) Lead coordinator for joint center/chapter events and programs
 - c) Facilitate resolution of center complaints about club – work with club ombudsmen as appropriate

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Implementation at the Chapter level continued: PROCESS

Organize a meeting between the local chapter President and liaison AND local BMW center owner or General Manager to accomplish the following:

- a) Express to the owner/GM the desire to reset the relationship in positive terms – make him/her a club member
- b) Use the BMW CCA produced brochure as a guide during the meeting
- c) Ask the owner/GM to appoint a center liaison to the club
- d) Request the club/center liaisons have monthly meetings to review ideas, issues and opportunities for future endeavors
- e) Ask the owner/GM for ideas he has towards building a better relationship
- f) Ask for center participation in a club program over the next 12 months.

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Implementation and Support at the National Office:

Develop resources for the chapters:

1. BMW center listing by chapter including BMW center contact info
2. Annual BMW Member Reward program sales by chapter and center
3. Maintain annual Member Reward program sales data in future years
4. Educate the entire membership via Roundel of both the importance of BMW centers to BMW CCA and how each member is responsible for enhancing the total image of BMW CCA.
5. Promote Member Bulk purchase program to BMW centers

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Implementation and Support at the National Office:

Develop resources for the chapters:

6. Produce a **Chapter Presentation Brochure** showing center benefits of participation in BMW CCA programs locally including:
 - a) Examples of BMW CCA events supported by BMW centers
 - b) Description of BMW CCA Member Reward program
 - c) Advertising and promotion opportunities at the local level – newsletters, events, programs, etc.
 - d) Club chapter and National office contact information – becomes a resource for the BMW center liaison
 - e) Club Member Bulk discount packages for center purchase

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BMW CCA Foundation

- The Foundation is anxious to work with local chapter to leverage their new relationships with BMW centers by promoting Street Survival.
- Street Survival is a great tool to entice BMW center management participation with quality local Public Relations and marketing activities that also support BMW CCA in the local community.
- Information on this program will be included in the program brochure.

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Implementation and Support at the National Office:

National office program process to date:

- a) Acquire Member Reward program sales data by center for 2013 – continue in subsequent years
- b) Conduct focus group of BMW center management in December 2013
- c) BMW CCA participation in the BMW National Aftersales Conference in Las Vegas this past week securing BMW center management support for the program
- d) Develop follow-up process for center participation to ascertain results

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National Program: Timetable for development and launch

Date	Item	Status
August 2013	Initial objectives/outline proposal for program approved	Completed
October 2013	Update proposal, receive Board feedback to build deck	Completed
November 2013	Present detailed program outline, program timing for approval	Completed
December 2013	Conduct center focus group/test program objectives and plan	Completed
January 2014	Write the Chapter Presentation Brochure, finalize National data base	Draft Completed
February 2014	Develop Chapter Congress and BMW NAC program	Completed
March 2014	Program launch at Chapter Congress and print brochure	In process
May 2014	Commence chapter/center meetings throughout 2014	

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Break and group session

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Regional Group project:

Working as a Regional Group, using the draft CCA brochure and information provided, develop and be prepared to present the following:

1. How does your chosen club liaison fit into the chapter management structure in political and communications terms?
2. How do we open chapters to new ideas brought forth by local BMW centers to support club/center activities.
3. How should BMW CCA and chapters quantitatively rate success gaining new BMW center participation in club activities?

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Thank you