



## Professional Dealership Publications

Employees are becoming more aware of their rights, and in many cases, employers are watching many of their own decisions come under fire in court or at unemployment board hearings. In addition, statistics show that 10-18% of all working adults suffer from personal problems such as drug/alcohol abuse, emotional stress, family problems or financial worries - problems they bring with them to the workplace.

Employee handbooks and personnel policy training manuals for managers can be excellent sources for new employees, existing staff and managers. Automotive Retailing Resources can produce a customized **Company Policy and Employee Handbook** which addresses 160 automotive dealer subjects governing the workplace. Subjects include: equal opportunity, sexual harassment, substance abuse, smoking in the workplace, handling toxic/hazardous materials, family care, protecting consumer information, computer – internet usage, and more.

- ✓ Is your company protected with written company policies?
- ✓ Have you been challenged in court by employees over workplace issues?
- ✓ Are your policies regarding drug and alcohol abuse, sexual harassment, smoking, discrimination, etc. clearly defined?
- ✓ Do your department managers receive training on proper personnel handling?
- ✓ Do you believe written job descriptions will help fight employee claims of wrongful discharge?
- ✓ Do you have an entry-level vehicle sales training manual?
- ✓ What source do you use to train employees on the proper use of the telephone to cultivate customers effectively?

#### Exclusive Customized car dealer Publications Include:

- Company Policy and Employee Handbook
- Personnel Policy Training Manual for Managers
- 71 Customized Automobile Dealer Job Descriptions
- Professional Telephone Communications Reference Manual
- Cultivating Phone-Ups and Sales Phone Prospecting Training Manual

#### Benefits of an Employee Handbook:

- Promotes professionalism, conveys a message of an organized, well structured company.
- States the company's mission, operating philosophy.
- Makes explicit the mutual agreement between employee and employer.
- Excites and motivates the employee about the job.
- Boosts employee morale.
- Establishes consistency for administration of company policy.
- Consolidates fragmented written company policies.
- Improves internal communication.
- Reduces potential for lawsuits.
- Saves management time in resolving conflicts.
- Emphasizes company fringe benefits.
- Builds a relationship between the new-hire and the supervisor.

#### Benefits of a Personnel Policy Training Manual for Managers:

- Promotes management professionalism.
- Serves as a training and reference source for department managers.
- Establishes consistency for administration of company policy.
- Standardizes the procedures for the legal aspects of: recruiting, interviewing, reference checking, hiring, new employee orientation, performance evaluations, advancement-promotion, compensation changes, substance abuse handling and legal termination of employees.

#### Benefits of Written Job Descriptions:

- Promotes professionalism.
- Outlines the physical requirements of the job.
- Clarifies employee duties, responsibilities and accountability (required for compliance with the "Americans With Disabilities Act")
- Ensures greater objectivity during employee appraisals.
- Protects the company against claims of wrongful discharge.



**W.C. SMITH  
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8216 Ashford Blvd.  
Laurel, MD 20707  
(301) 498-5075

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### SATISFIED PUBLICATION CLIENT TESTIMONIALS

*"It is obvious that Wally Smith is an auto dealer human resource expert, after working with us on the employee handbook for our three stores. He provided us with customized progressive rough drafts of his handbook, encompassing over 160 suggested subjects exclusively written for new car dealers. The finished product was very handsomely produced, and he suggested it be treated as company property for recycling to subsequent employees, thus reducing cost."*

**Mr. Robert Fogarty, President, The Sport Dealerships (Chevrolet, Jeep & Honda), Silver Spring, Maryland**

*"We selected Wally Smith's complete set of Automotive Dealer Job Descriptions because they covered every position in a car dealership (71 positions). He customizes them to our unique duties, responsibilities and performance standards, and maintains them in a computer database for periodic updating at no charge. They are the best in the auto industry."*

**Mr. Harry Scharf, Sales Manager,  
Brasington Cad-Olds, Gainesville, Florida**

### Additional List of Publication Clients

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