

# CASE STUDY



Rohrman AutoGroup—Providing the Midwest with Quality New and Used Vehicles

## AT A GLANCE

Rohrman Autogroup is one of the largest family-owned auto groups in the US. From one used car lot 40+ years ago, they have grown to over 30 franchise new car dealerships in 3 states. They're proud to carry the best products & employ the best people, because everyone deserves a quality car buying experience.



## THE CHALLENGE

Rohrman AutoGroup wanted to challenge their thinking about growth and staff development. They needed coaching sessions to develop game plans and strategies for their business leaders.

## INDUSTRY

Quality New and Used Auto Sales

## THE SCOPE

Coaching involved leadership development of General Managers, Sales Managers, and Finance Managers. Together they reviewed and identified key strengths and weaknesses as well as developmental needs and put together a plan. They worked together on the agreed objectives, a process that ebbs once the executive is established in a steady attitude towards continuous improvement of leadership abilities and has developed an organizational support mechanism for ongoing growth.

## SOLUTION MILESTONES

- Fast Trac Leadership Development - 30 minute weekly leadership development huddles, focused on helping develop leadership skills, for GMs, SMs, Sales Leads, Fin. Managers, Service Managers, and Emerging Leaders

**"A must for any business leader! Through his coaching sessions we have seen our business grow over 150% YOY."**  
*Zac Kinch*  
—Rohrman AutoGroup

- Executive Coaching - General Managers
- ADVInsights Talent Profiles

## RESULTS/OUTCOMES

- Reduced employee turnover
- Increased focus on attracting, retaining and developing A-Players
- Accelerated promotability of key managers
- Improved Key Performance Metrics
- Developed Bench Strength



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