



Auto/Mate's David Druzynski to Present Recruitment and Retention Strategies at Innovative Dealer Summit

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/EINPresswire.com/ -- Auto/Mate Dealership Systems (<http://www.automate.com>) announced today that David Druzynski, Chief People Officer at Auto/Mate, will present "Recruitment and Retention Strategies to Reduce Employee Turnover" at the upcoming Innovative Dealer Summit in Denver, CO, on April 3-4, 2018. In his presentation, Druzynski will share four proven human resources strategies to help dealers improve recruitment, hiring and retention processes.

The Auto/Mate logo, with 'Auto/Mate' in a bold, orange, sans-serif font and a registered trademark symbol (®) to the right.

“The war for talent is heating up and dealers are having trouble finding experienced, qualified people,” said Druzynski. “We’ve all heard about the horrible sales turnover rates in dealerships. It’s difficult to stay competitive when the average cost of turnover is more than \$20,000 per employee.”



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Dealership employee turnover rates are especially poor in sales. According to the NADA Workforce Study, sales turnover rates are:

- 67 % overall
- 72 % in non-luxury dealerships
- 88 % in female sales consultants
- 39 % among new sales reps within 90 days of employment

Druzynski pinpoints four reasons why turnover rates are so high, including the lack of a solid recruiting strategy, ineffective interviewing practices, absence of a formal onboarding process and unappealing compensation packages.

This session is designed for human resources managers and senior level management in auto dealerships. Session attendees will learn how to:

- Develop a recruiting strategy that aligns with workplace culture
- Implement hiring practices to weed out liars and fakers
- Develop compensation packages that appeal to today's top talent
- Create a workplace culture that engages employees and drives performance and profits

Druzynski's passion for company culture has helped Auto/Mate become a "Best Places to Work" and "Top Workplaces" recipient multiple times. Druzynski holds SPHR and SHRM-SCP certifications and serves on the Board of Trustees for the Make-A-Wish Foundation of Northeastern New York. He has been a featured speaker at many automotive conferences.

For a video summary of Druzynski's presentation, watch here: <https://youtu.be/ToeqJBupfSo>

For more information or to register for the Innovative Dealer Summit, visit www.innovativedealersummit.com.

About Auto/Mate

Auto/Mate Dealership Systems is a leading provider of dealership management system software to retail automotive dealerships, typically saving dealers thousands of dollars per month from their current provider. AMPS® is a user-friendly, feature-rich DMS in use by more than 1,350 auto dealers nationwide. Auto/Mate has received consecutive DrivingSales Dealer Satisfaction Awards.

Auto/Mate's employees have more than 1,200 years of combined experience working in franchised auto dealerships, the foundation of its By Car People, For Car People™ slogan. Auto/Mate is committed to winning its customers' business each and every month with no long-term contracts and free software upgrades.

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