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**7** **SQUARE YOUR SALES**  
 THE FOUR CRITICAL ELEMENTS  
 YOU NEED TO SEAL THE DEAL



**AUTOMOTIVE MANAGEMENT LIVE**  
 ALL THE EXPERT ADVICE FROM  
 AM'S FIRST EXHIBITION



## YOUR NEWS

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 Citroën banks on new products and online sales platform for rebound in dealer sentiment.
- 8 News digest**  
 The NFDA announces it will meet with Government ministers in February; Cambria posts 53.2% rise in pre-tax profit; Swansway takes over Thompson Motor Company; and Auto Trader says direct car sales are its biggest threat.

## MARKET INTELLIGENCE

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 Analysts agree that the new car market will fall in 2017, but not by how much.
- 14 New car registrations**  
 Fleet sales accounted for more than half the new car market for the first 11 months of the year.
- 15 Dealer profits**  
 The average UK motor retailer made a profit of £187 in October.
- 17 Used cars**  
 Used values fell in November, but are still ahead year-on-year, says BCA.

## AML REPORT

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 AM's inaugural exhibition brought together almost 500 visitors and more than 60 exhibitors to network and share best practice.



## INSIGHT

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 Despite his move to Shanghai, chairman Steve Hood is still focused on the UK, where used cars, fleet and online sales form a large part of his 2017 strategy.
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 Treating employees like grown-ups will make them more productive, says former BBC HR director Lucy Adams.

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Why car buyers trust family and friends more than Facebook.

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Training staff to engage customers efficiently on every communication channel will minimise lost sales.

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In-depth knowledge and flexible service can help the test drive to redress the shift to digital.

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Many suppliers see self-service as the key to compliant F&I sales.

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More of the customer purchase journey is moving online, so make sure your handover is memorable.

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Prepared dealers can make the warranty experience into an opportunity.

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Eight experts advise dealers how to use social media effectively and efficiently.

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Citroën has high hopes that its new-look C3 will be a top 10 performer in the B-segment.

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Mitsubishi is trying hard to become a 'must-have' brand with consumers.

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Vauxhall MD Rory Harvey on why its dealer network is backing its fight for market share; Auto Trader's chief executive Trevor Mather says it wants a role in facilitating manufacturers' direct sales; and the Toyota CH-R reviewed.