

Automotive News Canada's Best Dealerships To Work For 2020

REGISTRATION DEADLINE: March 20, 2020

What is Best Dealerships To Work For?

Best Dealerships To Work For is a survey program to determine which participants are the best employers in Canada. The process is managed by Best Companies Group (BCG) and winners are published by *Automotive News Canada*.

What is Best Companies Group (BCG)?

Best Companies Group is an independent research firm specializing in identifying and recognizing great places to work. BCG manages programs worldwide, including the US, Canada and the UK.

Why participate?

By participating, you can find out if you are one of the industry's best employers! It can also result in significant organizational benefits for entrants:

1) Heightened Company Pride.

If your dealership appears on the list, it could improve employee morale and retention.

2) Public Relations and Marketing Advantage.

Dealerships can use the distinction to enhance recruiting efforts, increase the value of general marketing and improve reputations.

3) FREE Employer Benchmark Summary:

As part of your participation, your dealership will receive the free Employer Benchmark Summary.

4) The Employee Feedback Report:

All participating dealerships have the option to purchase their Employee Feedback Report. This report details the dealership's employee responses and includes two industry benchmark reports.

Who can participate?

- Must be new car dealership (used car dealerships are not eligible)
- Must have at least 25 employees working in Canada
- Must be in business a minimum of 1 year
- Dealerships must apply as a single rooftop – one dealership per registration

Assessment Description:

The process includes two surveys to gather detailed data about each participating dealership. BCG conducts the surveys, analyzes the data and determines the winners.

Part I – Employer Benefits & Policies Questionnaire:

The employer completes an online survey, detailing dealership policies, practices, benefits and demographics.

Part II – Employee Engagement & Satisfaction

Survey:

Employees complete a survey of in-depth statements using a scale of 5 points ranging from "Agree Strongly" to "Disagree Strongly." The survey also includes 7 demographic and 2 open-ended questions. It can be given online or by paper, if a full dealership employee email list is not available.

What does it cost?

There is no fee to participate in the Best Dealerships To Work For program. If your dealership should need paper surveys for your employee base, there is a nominal paper survey fee to cover printing, shipping and processing.

Announcing & Recognizing the Winners!

Winning dealerships will be notified in writing whether or not they made the list. The winners will be honored at an event in October, and profiled in the October issue of *Automotive News Canada*. Non-winning dealerships are not publicly revealed.

For more information or to register visit the website below or call BCG at 1-877-455-2159.



www.automotivenews.ca/best

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