

Understanding ➤ Unconscious Bias



UNCONSCIOUS BIAS IS ...

A learned stereotype we hold about people, based on factors like race, culture, weight, age, gender, disabilities, and other superficial traits. These are the biases that we don't realize are influencing our attitudes and behaviors toward people.

Becoming aware of our own biases is especially important because we don't want any thoughts or behaviors getting in the way of our **CONNECTING** with the people who come into the dealership.

Whether we work in sales, service or support, it's essential that we manage bias and favoritism in every interaction in order to maintain a respectful environment for all.

➤ **Biases Undermine Relationships!**



ANTI-BIAS INSIGHTS

The customer's threshold for bias is ZERO.

Misunderstandings, mistrust, poor performance, and blame are outcomes that produce disgruntled customers, lost sales, and negative customer reviews.

Reducing the impact of bias or perceived bias creates a more trusting, respectful environment and fosters equal opportunities for ALL of our customers.

