

Top 10 Leadership Strategies

We are a team of highly motivated people who are all after the same results.

Absolute Results.

When we work together, we can achieve extraordinary things.

We are beside you every step of the way.

Help us, help you, and we all win!

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*To accept **distractions** and **excuses**
will guarantee you **failure to achieve** your **FULL potential**.*

1. APPOINTMENTS APPOINTMENTS APPOINTMENTS sell cars!
2. Champion the customer service-oriented *Private Sale Process*.
3. Give your staff **permission to fail** by providing a safe place to develop skills outside of their comfort zone.
4. Create a powerful perceived **sense of urgency** from the staff and customers.
5. Foster a **team** environment. We never exceed expectations by working as individuals.
6. Product first, price second. Don't take shortcuts. Follow the proven steps to the sale.
7. Active and present management and leadership. Put down the paperwork and focus on the salespeople and customers. *We called them* to come in.
8. Expect positive, engaged salespeople who clearly understand what is expected of them and are willing to *make every effort, even when it's hard*.
9. Coaching successful phone calls that focus on the benefits to the customer rather than just another generic sales pitch.
10. 100% of customers that do not purchase must be seen by a Manager or Trainer prior to departure (*hint: leave yourself a little wiggle room*).

"Work is hard.

Distractions *are plentiful.*

And time is short." ~Adam Hochschild

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"A fish stinks from the head down." ~Turkish Proverb

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*"If you want to **be** the best, you have to **act** the best."*

Eliminate the distractions and get to work.