

AL SPECTOR

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Creator of Magic to get People Excited

"I don't just think outside the box.... I prefer to dream in other shapes"

Record breaking performer in multiple businesses with successes documented in 4 national trade magazines, The Austin Business Journal and interviewed on NBC's The Today Show.

Personally led turn-around operations; discovered and capitalized on new niches and revitalized sales departments into profitability. Engineered and implemented bold and out of the box marketing concepts. Possesses laser-focus determination; highly engaging with strong persuasive communication skills and fueled by a personal passion to excel. Outstanding ability to conceptualize strategic relationships to accelerate transactions and promote repeat business.

AREAS OF EXPERTISE

New Business Development
Cold-Calling Expert
Direct Sales Specialist
Reseller Partnerships
Leasing Innovation
Fleet Management
Promotions

Consultative & Solution Sales
Win/Win Marketing Strategies
Networking & Relationship Building
Customer Retention Strategies
Automobile Financing
OEM
Create magic and getting people excited

"Al is a marketing wizard and sales maverick. He seeks out niche market opportunities and stimulates business interest. I have personally seen him turn-around auto businesses, using sales strategies never before imagined or used. Through his marketing effort, our company's growth and profitability significantly accelerated. His innovative sales strategies are used today across the US."

Chris Brock, Manager
Merchants Leasing

SIGNIFICANT ACCOMPLISHMENTS

- Increased Automobile Sales/Account Receivables by 1000% in ten years; added profit centers, engineered integrated media strategy and created family/friends incentive program
- Identified, created and launched new lucrative leasing niche in the fleet industry; recognized nationally as a pioneer for creating a new industry within the automotive arena
- Innovated, piloted and marketed U.S.'s first complimentary mobile safety inspection service program; which increased and maintained customer loyalty; grew company from \$1.4 - \$6 million in two years. Personally serviced 1,200 accounts monthly.
- Selected as an industry expert by NBC television producers; interviewed by Matt Lauer on The Today Show.

SALES AND MARKETING EXPERIENCE

TheDSE (Daily Sales Exchange)

Founder/Chairman of the Board of Directors

Austin, TX / San Francisco, CA/Palmer, Ak.

Envisioned, developed and assembled team for innovative business to business equipment marketplace technology company in Silicon Valley, touted as an *Amazon for Businesses*. Model based on former successes in automobile industry. Still under development.

Semi-retired, various consulting projects

SPECTOR ENTERPRISES

Founder/Sales Manager

Aurora, CO

Designed the nation's first complimentary curbside safety inspection service for vehicles that were just involved in an accident. Recharged and grew existing 20,000 square foot collision business from \$1.4 - \$6 million in sales in two years. Successfully built, and personally serviced 1,200 ongoing client relationships monthly with car repair centers and insurance companies to strengthen sales. Featured on national television interview as industry expert.

FLEET SOLUTIONS

Founder and Partner

Boulder, CO

Pioneered and spearheaded national business focusing on new "Hybrid lease-rent niche." Identified lucrative, unmet need in the U.S. leasing business. Aggressively marketed concept and within one year, placed over 1,000 vehicles into service. Clients included The Atlantic Olympics, Public Service of Colorado, NYNEX, State Farm Insurance and Aramark along with countless municipalities and utility companies. Received \$25 Million credit line for purchase of vehicles from Ford, Chrysler and GM. Company's innovation and skyrocketing success featured in national automotive trade journals: *Fleet Management*, *Auto Rental News*, *Utility and Telephone Fleets*, *National Limousine Association Journal* (Keynote Speaker at National NLA Convention).

RELIABLE MOTORS, INC.

CEO of Spector family automotive business, Kansas City, Missouri

Took over all operations and marketing of faltering 30 year old family automotive business. Re-engineered and re-energized all sales, merchandising, inventory and marketing processes. Increased value of product line, re-defined approaches to financing which allowed for increase in accounts receivables of 1,000% over 10 year period.

EDUCATION

Bachelor of Science, Administration of Justice, Wichita State University...and at my Daddy's Knee.