

“From Zero to 20 in less than 60 Days!”

A Commentary on the Automobile Business
By Jim Fisher, Consultant

In 2011, I was involved in starting up a closed Chrysler point in Michigan City, Indiana. The point had not sold a new vehicle in over 2 years, it needed a different facility and basically had no customer base.

On April 15th, I started with no employees, no furniture, no inventory, no service equipment and no customers. By using the tools and my experience in hiring and training, I was able to place ads, screen applicants and hire employees, while doing all of the other things, such as buying furniture, ordering vehicles, installing a new DMS and putting procedures in place.

I could have never done it without “The Car Sales Simulator” which did all of the screening for me in all departments. I would place the ads and the “Simulator” would screen all of the applicants for motivation, empathy, investigative skills and closing skills, while I was doing my other tasks. Instead of looking over hundreds of resumes for all positions, I was able to contact and interview the applicants that were recommended and had the skill sets for the positions I was attempting to fill.

The second key was to provide training for the applicants. Since I did not have the time to train all of the individual employees, I used “The Markee Group’s” Eautotraining.com. The employees were given user names and passwords and were instructed to go on-line and read the backup material, watch the videos and take the tests for each module in their assigned class study. Since I did not have the time to monitor their training, I had the reports set up to notify me when they finished a module or if they had not went on training for 5 days. It automatically managed the training for me and allowed me to handle my other tasks.

On June 1st, we had 20 employees and were ready for our first full month in business. We sold 52 vehicles and made \$42,000 in profit.

As an on-going program, my salespeople were given a minimum monthly sales responsibility and if they did not hit it, they had to go back into training and complete the training by the 10th of the month, in order to stay on the floor.

I could have never done this without the tools that you can have in my programs. Whether you need to completely revamp your sales force, put a consistent hiring and training program in your dealership or want an outside Company to help manage your present sales force, we can help you.

Contact us at: www.JFANow.Com or call 630-542-9444