

HILLTOP



CASE Study • HILLTOP TOYOTA



NAME & POSITION: Troy Blais

COMPANY NAME: Hilltop Toyota, Sales Manager

TIME TRAINING ON PROGRAM: 9 months

LOCATION: Salmon Arm, BC



OBJECTIVES

- They had done Joe Verde before but wanted a change
- They wanted to have constant training instead of sending people to webinars (it's hard to send people out being in the interior BC).
- Wanted to get a more consistent process in place so everyone is on the same page.
- Knew about the trade appraisal up front and liked it. It streamlined the process.
- Thought if they could get up 3 cars a month it would be worth it.



SOLUTIONS

- The team is expected to do 20 min of training a day.
- It is mandatory. It's a requirement for working at Hilltop.
- Troy gets the daily reports and monitors it daily.
- They do role playing once a week as a group and then 1on1 role playing daily. They run 5 base line scripts on a regular basis
- Put their own tweaks with the role playing and have created specific scripts that fit their demographic and market. They do walkarounds every Sat.



RESULTS ACHIEVED

Sales:

- Averaged 32 cars/month last year.
- They increased the average by 8-9 cars/month.
- The salespeople are holding gross better.
- One of their reps went from being a 13-14 car guy to 20.3 cars on a rolling 3-month avg. Another has gone up 2-3 cars and holding more gross

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SALES RESULTS

- Confidence is the biggest win. They are less worried about the closing ratio and look at everyone as an opportunity.
- They appraise a lot more cars now compared to before which is one of the biggest contributors to the number going up.

FEEDBACK ON SUPPORT FROM THE CARDONE TEAM

- The support from the Cardone Team has been awesome and is a pro of being on the program

STAFF & CULTURE RESULTS



- The Cardone training also applies to life not just car sales. The car related content is good for brushing up on what they know. Everything in life is related to sales and training.
- The salespeople are able to pull out the real objections better. Their confidence is up and it shows – they know what to say.
- The business office is getting a lot out of the training, which was a bit of a surprise. They know the sales process now leading up to the customer getting to them. The business office can support the product advisors when they are busy.

ABOUT THE COMPANY

• Hilltop Toyota opened for business in Salmon Arm in 1988. Blair Reynaud purchased Hilltop Toyota in 1997 after he moved here with his family from Surrey, BC. The dealership employs 21 great staff; many have been with the company for more than a decade. Hilltop Toyota has also been awarded three prestigious Pinnacle Awards for Customer Service in 2008, 2009 and 2010. Our commitment is to continue to work hard to maintain and improve on the level of service we provide.

