



CASE Study • ST. JAMES VOLKSWAGEN



NAME & POSITION: Sunny Khullar, General Sales Manager

COMPANY NAME: St. James Volkswagen

TIME TRAINING ON PROGRAM: 2 months

LOCATION: Winnipeg, Manitoba

+
OBJECTIVES

- Ultimate goal was to get more deals and for the training to provide the sales team with good habits, positive thoughts and a different perspective on how to execute this.
- We wanted to instill a culture of training so that we can all be better than who we were yesterday. No matter how good we are at our job the learning does not stop.
- Sales targets wise, a 10% elevation in deals would make it worth the money. I also wanted the gross per deal to go up and for our sales consultants to not resort to aggressive discounts to close the deal

- I decided to train my salespeople using Cardone On-Demand based on the follow-up used to close me on the training program.
- The follow-up was so thorough. I knew that if my sales consultants could even implement 10% of that follow up style we would get more deals. We also want to get their closing ratio up to 70%.
- On top of this the Cardone On Demand is easy to navigate, straightforward to use and has relevant content that is continuously updated.

+
RESULTS ACHIEVED

- Sales:**
- **June 2020:** Hit a new record for gross and used volume,
 - **\$435,000** in gross.
 - **75 used, 30 new.**
 - **Total: 105 vehicles.**



SOLUTIONS

- Training so far with the team has been great. Currently having people do 4 videos a day and the team is enjoying them compared to programs that were used in the past such as Joe Verde training. Everyone finds the content refreshing, motivating and relevant.
- The training was made mandatory for the sales team and everyone was onboard to do it; daily training is also enforced.
- I use the Cardone content daily to run meetings so that the content is always top of mind and this is also a great way to follow up and reinforce the videos everyone is watching.

SALES RESULTS

- Sales volume and revenue have increased these last 2 months - gross per deal has gone up and last month we broke store record for total amount of used cars delivered, total amount of cars delivered and total amount of gross made.
- Sales consultants have picked up on the word tracks, they are practicing, training and becoming better.
- My favourite result of the training is the store record we broke last month as a team; it definitely had heads turning at head office as well as other dealerships.



STAFF & CULTURE RESULTS

- I have seen the sales staff more confident on the phones, in closing deals and I find the team very connected and unified towards a common goal/purpose.
- We have a run a few of the GC Boot Camps. It helps the team to focus on a specific subject and become better at that topic throughout the week. The addition of role playing helps them solidify the skills being taught by the bootcamp.
- I took the sales team for drinks and food to celebrate the wins and continue to create a positive culture.



ABOUT

- A staple business within the Winnipeg community for the past 4 decades, St. James is a dealership with a strong commitment to customer service and building lifelong relationships with customers.