



CASE Study • WESTERN KIA



NAME & POSITION: Jacob, General Manager & John, Sales Manager

COMPANY NAME: Western Kia

TIME TRAINING ON PROGRAM: 2 Months

LOCATION: Corner Brook, NL



OBJECTIVES

- We had experienced back-to-back record years yet adamantly told ourselves we would not become complacent in our success. We knew if we wanted to keep the trajectory going up we had to bring in some fresh concepts and ideas.
- We wanted to challenge the way we thought and to grow as a group.
- Selling more cars is a beautiful byproduct of accomplishing these things. Grant Cardone's training had been on our radar for a while and we finally decided to "pull the trigger."



SOLUTIONS

- We focus on daily videos which we recap in our weekly sales meetings. This always creates great discussions among the team and gives us an opportunity to role play through scenarios together.
- We ask that each consultant watches a minimum of 3 videos daily, however we haven't had to enforce it. Grant's training is engaging enough that it makes you want to come back for more.
- More often than not our team is going over the recommended daily viewings not under.



RESULTS ACHIEVED

Sales:

- After a 28% increase in retail units last year we were told it would be impossible to match that, thanks to Grant Cardone **we are up additional 14%** on top of that, we have **added \$328 to our front end average** and **our overall net profit is up 46%**.



STAFF & CULTURE:

- Grant Cardone training goes so much deeper than sales and can be applied to any area of life. It has had monumental impact on our people, I have seen my sales team act in ways and do things that they didn't even think they were capable of.
- Fair warning, if you go all-in on this it will reshape your entire team into winners, dissolve core-personality flaws, and create a contagious positivity that spills into every department of the dealership.
- We are all locked in and laser focused on our collective and personal goals, our dealership oozes positive vibes and customers cannot help but comment on the inviting atmosphere of our showroom.
- Our reps will share a "good-news-story" about the deal they just got, that they wouldn't have gotten before training on Cardone. I lost count months ago how often this happens and we make sure to celebrate all these victories (big or small) together as a team.

It's not just sales training, it's life training!

FEEDBACK ON SUPPORT FROM THE CARDONE TEAM:

- Grant Cardone's sales team is trained by the best, so it comes as no surprise that they are professional, inspiring, diligent and bring a level of accountability to ensure you are maximizing the value from their program.
- Christa has been in continuous contact, consistently emailing added value information and materials on Role Play, Steps to Train Effectively, Flash Meeting, etc.



ABOUT THE COMPANY:

Western Kia has always operated according to a simple mission: provide excellent service to clients whenever they visit.

We care for our clients at Western Kia because our business depends on it. How are we to grow and prosper as a dealership if we don't develop a loyal customer base? At Western Kia, we work hard to provide our clients with exceptional customer service.