

CASE Study • SASKATOON SOUTH HYUNDAI & FIXED OPERATIONS TEAM



NAME & POSITION: Jamie, Director of Fixed Operations, GM

COMPANY NAME: Saskatoon South Hyundai & Fixed Operations Team

TIME TRAINING ON PROGRAM: 2 years

LOCATION: Saskatoon, Saskatchewan



OBJECTIVES

- To have our team train in order to stay relevant in the marketplace.
- You can't have results if you're not training and growing every day; things change and markets change.
- We needed our team to be relevant and on top of the latest information and practice discipline in order to stay sharp.
- My team was motivated to be the best and top trained.



RESULTS ACHIEVED

Sales:

- We became the fastest growing Hyundai dealership in Canada!
- We were the **first-place store** in our zone for four months in the calendar year and when we weren't in first, we were a close second.
- Our BDC team, most of who have never been in auto before, are **crushing industry best benchmarks!**
- They make an average of **135 calls per day** each and as a **team book 100 – 125 appointments a day** for the service departments.
- They were able to **exceed 1.5 hours per RO per appointment** – a benchmark that is not consistently made at the dealership level.
- Our first year with **Cardone University** we were the **top trained store** in the group (out of 17) and had the top sales consultant and top manager trained in the group.



SOLUTIONS

- The first 15 minutes of each day is designated for training and I walk around the sales floor to make sure sales training is actually happening.
- Also, the sales training is NOT to be done all day. The team needs to learn the material and then needs to take action; balance training with production.
- We have 1 on 1 meetings with each team member – see where they needed help.
- Follow a daily process: training in the morning, dance before sales meeting, discuss something from training, role play the material (eg: take the greeting and practice and polish it until the team could do it perfectly). Team then do walkarounds and start their day.

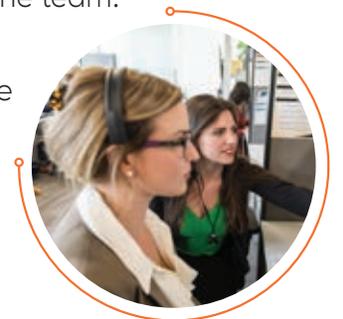
STAFF & CULTURE RESULTS

- On a personal level, our staff are starting to upgrade their personal standards – not hanging with wrong people, not partying, ready to go to work to win. They've made huge changes in their personal lives.
- I am seeing people grow and make positive changes in their lives – success at work and personal lives.
- This Team is absolutely OBSESSED with their training and growth and apply everything they learn on a daily basis.
- The discipline, the concepts, the leadership – all from Cardone University. The customer believes what they are saying, it's a joy seeing the team win.



FEEDBACK ON SUPPORT FROM THE CARDONE TEAM

- Overwhelming support from the entire Cardone team.
- Anytime we have to postpone or reschedule our calls with them we feel devastated because of how much their team puts into us and how valuable the calls are for us.
- Cannot express enough gratitude for what they do for us.



ABOUT THE COMPANY

The FFUN Group is a diversified group of companies operating throughout Canada. FFUN operating divisions represent automotive, recreational, financial and real estate sectors.