

Measure-UP!

Rulers for Capturing The Unsold

TESTIMONIALS About the MEASURE-UP! Group DEALER INTERVIEW COMMENTS 9/08

*Dean L. Gauthier, Variable Operations Manager
Champion Chevrolet
Cueter Chrysler Jeep Dodge
Champion Chrysler Jeep
Ann Arbor, Lansing and Brighton Hough Michigan*

"My keys to growth and progress are to insure that we maintain a consistent approach, and make sure the sales staff continues to focus on the basic principles and practices.

The Measure-UP! Group's programs are very simple to use and consistent to apply. We can quickly monitor the phone-call performance of the entire sales team and identify those individuals in need of further training. The 24/7 online training and certification allows us to direct each individual to the training they need, and follow up on their progress. It's credible, fair and easy for everyone to use and understand.

Every salesperson needs improvement and every training program can provide some help but - without a consistent follow-up - there is no real progress. Measure-UP! has built in effective follow-up and we can see the positive results.

Using Measure-UP!s call monitoring and 24/7 online virtual training has made a significant improvement in our sales teams' performance. It's been very cost- and time-efficient for me as a manager. and I can see the results clearly. We are capturing many more appointments from our calls and turning more of these leads into closed deals. We are making the most of our phone traffic.

The most effective training combines delivery, execution and follow-up. Measure Up! Group has been superior in all three areas. There is a lot of value in their process. It really helps our bottom line.

Today there is a lot of bling being pitched to dealers, but that's not the way to move the iron. Measure Up! just hones in on the basic keys to success, and getting those right consistently has helped us move more units off the lot every week."





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*Rodger D. Lau
Vice President & General Manager
Jeffrey Automotive Group / Tamaroff Automotive Group
Roseville, Michigan*

"Improving the execution of the basics of our sales process is just what we do. It is our corporate DNA!

In this climate every incoming call is critical and capturing every possible deal is vital. Every dealer has the same game plan, but our success comes from better execution. Measure UP! Group gives me great tools to see how well my sales team is handing calls and the Listen-Up! program gives them immediate feedback to help recover deals from unsold prospects. Getting the right information quickly really gives us an edge.

With Measure-UP's phone performance monitoring, I can pinpoint who and what needs more training and be confident that we are always improving our phone performance.

Their lead follow-up program, Listen-Up!, is unique - no one else offers anything like it - and a really valuable piece. We can immediately see who's hot, and know just what they need, so we can focus on that and recover the deal.

Since we started with the Measure-UP! Group, I can see that we are recovering 3 to 5 additional deals every week! That's powerful."


*Karen L. McKemie
Mercedes-Benz of South Charlotte
President and General Manager
South Charlotte, North Carolina*

"Our challenges are how to entice potential customers to purchase and how to maintain our growth in a difficult economy. We feel the best path is to maximize every opportunity, and the Measure-UP! Group is one of our best tools to do that.

We were losing up to 20% of our solid leads. Listen-UP! has seriously improved that figure. We get new information on every prospect that helps us save many deals and, often, to spot trends we might otherwise miss. This is one program that has had a real, measurable impact on selling more cars.

Our sales team is more stable than most and we do have longevity with many of our people, but they still need training. I love Measure-Up! monitoring because it is so easy to for me to use and everyone involved understands what we are looking for. It is very simple and highly effective. By focusing on the fundamentals and providing clear feedback on where everyone is with those basics, I have a tool I can really use to hold everyone to account. The reports allow me to zero in on exactly what needs to be done with each member of my team.

The Measure-UP! Group has had a definite impact on our bottom line. If you are spending money on sales programs, you want them to be clearly effective - their programs have proven themselves."



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*John Driebe, Dealer Principal
Nissan of Elk Grove, Infiniti of Elk Grove
Elk Grove, California*

"No question, we are seeing reduced opportunities and Measure-Up's programs are helping us take better advantage of the opportunities we are getting, and capture more sales to maintain our market share.

Taking advantage of every lead is extremely critical. Since we spend a lot of marketing money to get each lead, we need to make sure we do not waste any opportunities.

The Listen-UP! program follows every lead and gives us a timely report on how we've done and what follow-up is required. It's a unique program that has saved deals for us.

I need to know where my team is at and, if I use a measuring device - I need to trust it. With Measure-UP! we get a simple-to-understand report card on every member of our sales team. Its focus on the basics makes it a very effective tool. It monitors and measures what is essential. At a glance I can see how my people are doing and what we need to work on.

When it comes to monitoring there are 101 ways to skin a cat, but they don't all get the same results. With Measure-Up! I have a consistent approach that's simple and powerful, and reporting that is timely, clear and very useful. It's a great program.

I've known Al since 1981 and his basic philosophy and approach has taken me from the sales floor to being the owner of several dealerships. It's something that I know works."

*Mike Shum, General Sales Manager
Toyota Sunnyvale Sunnyvale, California*

"We've been very successful with the internet and become one of the most successful internet retailers in northern California, by empowering and educating our sales personnel. Through September of 2008, we have averaged over 250 sales monthly through our direct sales department.

You can't manage what you can't measure, so the Measure-UP! Group has been invaluable to me. Even internet deals often depend on phone calls as they come to the close, and handling these calls right is vital.

With Measure-Up! I can see the whole picture and tailor training where it's needed. I can isolate those people who need a lot of help and also streamline programs for my Top Guns. I can focus my efforts and make to most of my one-on-one time. That's key.

I can see when someone has mastered the real fundamentals and then kick in with more advanced training, when I know they are ready for it. No time is wasted and we can adjust the on-going training to match every person's individual level.

Measure-UP! makes our program reliable, consistent and more effective. It's simple, but their reports save my time and help me manage it more productively. With 26 salespeople on my team - that's huge."