

Measure-UP!

Rulers for Capturing The Unsold

TESTIMONIALS

"I've had 25 Years of Growth & Success with Al Dee"

Al has trained our managers and salespeople with great success for over 25 years and taught me the essence of the retail car business. Our approach keys on auditing our traffic and maximizing the return on it. Al has provided us with the tools to measure and track our traffic and the training to make sure that our salespeople are ready to properly handle our customers. Al's program has been a significant asset, which helped us grow from a single point dealership to a multi franchise organization.

Tom Price, President Price Family Dealerships Larkspur, CA

"Al someone that I will take time out from my busy schedule to listen to, for I know he will bring me current with the ever-changing dealership business."

I have been associated with Al Dee for over 25 years and I have watched him not only train sales people to sell cars, but to bring them to the level of general management and ownership of very successful dealerships.

Fred Cziska, General Manager Marin Luxury Cars Corte Madera, CA

"Al Dee is a focused, professional trainer."

Al has helped us build employee and customer satisfaction. He has worked with our group to improve individual and departmental productivity. He has added to our ongoing profitability. Every time we have a need for fundamental sales and sales management training – we call Al Dee. He delivers!

Adam Simms, President / General Manager Toyota/Scion Sunnyvale Sunnyvale, CA



Measure-UP!

Rulers for Capturing The Unsold

TESTIMONIALS

"They say the secret to success is a great foundation. Al builds that foundation."

In 1981 I started my automotive career selling cars for Gunther VW Mazda in Florida. To this day I feel fortunate to have spent my first week being trained by Al Dee. Today as the dealer operator of the largest Nissan dealer in the Northwestern US, the principles Al taught me 25 years ago still apply, and are being shared by Al with our successful sales team on his regular visits.

Having been associated with Al, both as a student and as dealer principal, has given me a unique perspective on his ability to transfer knowledge. There are many sales trainers who can fire your team up for a few days. With Al you will always get the sound basic principles that can enable long term success. His over 30 years of training thousands of sales professional provide him with an amazing insight. He always knows how to prosper in our ever-changing environment.

John Driebe, Dealer Principal

*Nissan Of Elk Grove, CA
Infiniti Of Elk Grove, CA
Florin Road Kia,
Florin Road Collision Center
Quik Lube*

"Al Dee will drive your team down the path of \$uccess."

I first met Al Dee in 1998, when I went through his Sales Management course. What an experience! I have learned from several big-name trainers in the industry and Al is, by far, the most real, down-to-earth, motivational trainer. What separates Al from the rest is that many trainers are not "doer's". Al walks the walk.

Later, I had the pleasure of working for Al. While being coached and mentored, I also got to see him in action. It is truly impressive to watch Al in a dealership, actually practicing what he preaches. His methods are quantifiable and hold people accountable. Al Dee is by far one of the best in the industry - he drives results.

Ron Ardissonne, General Manager

Autowest Honda Roseville

Roseville, CA



Measure-UP!

Rulers for Capturing The Unsold

TESTIMONIALS

"Mr. Al Dee has my highest recommendation as a man of honor, commitment to excellence, and a desire to assist others to be the "best they can be"."

"As a professional, "hands on" sales trainer, Al Dee ranks with the very best that I have seen in my 45 years in the automobile business!"

He has an innate ability to identify with and gain acceptance from salespersons and managers that provides the catalyst to a successful learning environment. He has a program that builds consistent salesperson results via training in the customer handling processes. His training regimen allows managers to measure individual salesperson competence and identify corrective solutions. These processes build sales professionalism that exceeds customers expectations while assisting dealerships to capture a much larger market share than the average dealership, which employs virtually no training.

Robert M Robbins, President *Crestwood Dodge, Inc.* *Garden City, MI*

"Al Dee is a winner!"

More than just nuts and bolts training a proven process for personal and organizational growth resulting in higher employee /customer satisfaction, reduced employee and management turnover, and improved volume and bottom-line profit!

Al's program is not your typical "dog and pony" style training ... no games, no gimmicks proven and quantifiable results!

Rodger D. Lau ,Vice President & General Manager *Jeffrey Automotive Group* *Roseville, MI*

"Al Dee is one of the best sales trainers that I have come across in my 24 years in the business!!!"

I have seen many, many changes in the retail automotive industry over the last 24 years. Al Dee is one of the only trainers I have met that can truly adapt to the changes in our business on a year to year basis. He is a very vibrant individual who keeps the interest level very high for all attendees in his programs.

John Cueter, President *Cueter Chrysler Jeep Dodge* *Ypsilanti, MI*

"Al's program simply gets it done."

It seems, in our Industry, whenever the times toughen, grosses slacken, CSI drops and personnel turnover is high – and we want to go back-to-the-basics. The basics have not changed. Times have changed; but the basics have not. To maintain the basics, total training is needed, from stem to stern. Al Dee has brought us just such training.

Anthony S. Jerome, Sr., President *Tamaroff Automotive Group* *Southfield, MI*

Measure-UP!

Rulers for Capturing The Unsold

TESTIMONIALS

"Without the proper means of tracking results, the measurement of improvement is only a guess. Al helped us stop guessing and start progressing."

Al Dee joined us for training 6 years ago and has brought us a number of useful concepts and a clear focus on areas to improve. The single most important area that we have focused our attention is accountability and we have established a number of checkpoints to measure our performance. We can see the positive results, every day.

Joseph Posby, General Manager *Rodgers Chevrolet* *Woodhaven, MI*

"We started small and Al took us to the Super Bowl, that's all there is to it."

"Al's the Vince Lombardi of training. He sticks to the basics and makes certain you execute, which are the real keys to success."

I started working with Al in 1977, when we had 8 salespeople and were doing maybe 100 cars a month total, 70 new and 30 used. We were barely breaking even. I knew sales, but I did not know how to train it. When Al came in, I could see immediately that it was going to work.

We stuck with the program and with Al, and saw great progress all along. We went from 4 acres to 24 acres and really started to make money. We tripled our Ups-to-Deliveries ratio. Last year we had the #1 VW store and the #6 Mazda store in the US.

Joe Gunther, President *Gunther VW/Mazda* *Ft. Lauderdale, FL*

