

CASE Study • CHAPMAN MOTORS



SALES MANAGER: Al Smith

COMPANY NAME: Chapman Motors

TIME TRAINING ON PROGRAM: 3 months

LOCATION: Killarney, Manitoba



OBJECTIVES

- We reviewed the Cardone content and decided that it was a good fit for our younger sales reps and any incoming new reps
- We were looking for consistency in training that would help in every aspect of the sales process
- We have goals set for each rep for each month as far as total volume of sales. Since we started the training we have implemented daily sales call targets.



SOLUTIONS

- Training was made mandatory in the store and so far it has gone quite well.
- Our team is watching 4 videos per day, 5 days a week followed by discussion and role play.
- We also use the Cardone content to run daily meetings with the team.
- We try and make sure that we are thoroughly discussing the content from the videos in order to ensure the sales team is fully grasping the concepts and how we can best implement them.



RESULTS ACHIEVED

Sales:

- Our sales reps are a little more comfortable and using the training in their conversations with customers. Our numbers have not been challenged too greatly by COVID and last month we hit it out of the park.
- First 3 months of the year our average was 18 units per month. Next 3 months we averaged 24.7 units per month. Jumping 33% is a good start!

Chapman's



STAFF & CULTURE RESULTS

- Two of our younger sales guys have bought into the training and are starting to roll with the new training and higher expectations.
- Our management team loves overhearing the rep's dialogue either on the phone or face to face and having 'Cardone-isms' come out of them
- We have gone through a lot of the boot camp videos from Dave Anderson and are enjoying Dave's flavour and approach to our industry



ABOUT STORE

A family owned and operated GM dealership, Chapman Motors has been in business since 1934 and proudly serving the Killarney, Manitoba community.