

## CASE Study • NORTH ISLAND NISSAN



**NAME & POSITION:** Haley, Manager

**COMPANY NAME:** North Island Nissan

**TIME TRAINING ON PROGRAM:** 4 Years

**LOCATION:** Campbell River



### OBJECTIVES

- I was originally asking at Mazda as a sales rep – my manager there got me watching Cardone on Youtube. Grant was go-go-go, wasn't going around tricking people and it just made more sense. So I messaged Cardone – I went behind the back of the GM and gave out his contact info!
- For our team, we were looking for a way to motivate them, and get them to see new things. I wanted the tracking too – to see that the people that train and get things from the program, are the people that have the drive for more.



### SOLUTIONS

- We've been doing roleplay more often and more consistently which has been awesome – especially when we have a new guy. You want them to practice on the staff so it doesn't sound like we're practicing on the customers.
- We made the morning training mandatory – then we ask them to do more after the morning meeting.
- Every day we use GC content to run meetings. We use it to run through leads – it used to be long and dreary (before Cardone), but now we have a quick meeting then run through a Cardone video, and it's been more positive.



### RESULTS ACHIEVED

#### Sales:

- We are breaking records. We have broken the largest commission record in history consistently with the program. Using the program when our team gets into a slump – then getting them back on the program means the slumps don't last as long.
- From April of 2019 to 2021 our gross is up **152%**
- From May 2019 to May 2021 we are up **158% in gross**

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## STAFF & CULTURE RESULTS

- Everybody's totally different, they encourage each other. Our staff now pull each other's strengths out of each other. I'm noticing more team and less mine mine mine. They're helping each other out. It's typically 'you stole my customer' in the industry, we don't have that anymore.
- Motivation and knowing what to do next, the confidence.



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## FEEDBACK ON SUPPORT FROM THE CARDONE TEAM

- The support has been awesome, it's been really good. Whenever we have a good moment to share, we can text the Cardone team – it's motivating. It's not just a once a month touch base, I shoot them a message and they're always there.

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## ABOUT THE COMPANY

We're North Island Nissan, your Campbell River Nissan dealer. We strive to provide our customers with the finest service and selection of new and used Nissan cars, trucks, SUVs, and crossovers. We try to distinguish ourselves from other North Island car dealerships by working harder for your business. Great customer service shouldn't stop at the point of sale, and that's why we offer a plethora of additional services post-sale. We'll make you feel at home when you first step onto our showroom floor, and thereafter, we'll do our best to maintain that feeling. We're a family here and we treat everyone like family.