



40% year over year profit increase

Recognized by
Canadian Automotive Dealer Association
with laureate award in retail operations

How has training impacted your hiring process?

"We have Grant's training which is better than anyone else. I don't focus on hiring the BEST sales guys, rather I take reasonably intelligent people that aren't gifted at sales and I train using Grant Cardone and teach them how to sell. Then the aggravation of dealing with naturally gifted salespeople is gone.

The opportunity in the industry is the need to be an ambassador. I think we can last longer if we look after customers and break through the stereotype we have. That's why I'm an advocate for Grant's product, because it's different."

How do you use the training?

"I have guys that can handle 7 or 8 objections back to back. My top guy practices handling objections for 2 hours every single day and he sells 60 units per month. We tested him one time and he could handle 32 objections back to back.

How do we get everyone on the other guys' level? We've used closer's survival guide books to drill objection handling so much we had to buy another set. When you put the closing material online we had everyone at the dealership start training on it. Every day we practice how to handle objections without creating confrontation with the customer."



James Braden - Dealer
James Braden Ford/Lincoln
Kingston, ON





Why do you train using Grant Cardone?

"We were so deep in Joe Verde that my guys didn't want to switch over. I'd first seen Grant in 1985 and I told them that when I saw him in Ottawa 20 years ago and we saw how he handled objections using information, the "give give give", that it stands out and makes you different when the customer comes in the door. We became really good at overcoming confrontation. That's the thing, no other dealership in the city can handle overcoming objections in the close.

When someone tried to sell me Cardone On-Demand I didn't hear them talk about why we should be with GC rather than Joe Verde. Grant hits to the stuff that's wrong in the industry and why it is that most people that buy a car are aggravated with the process."

What kind of results have you seen at your store?

"The Canadian Automotive Dealers Association gathered financial statements for 5 years from the top stores in Canada and sent it to the top ivy league business

schools to go through a panel of analysts. Then they questioned why we think we achieved the results we did and from over 3200 dealers we were nominated and selected to receive the CADA laureate award in retail operations. They ended up picking us because they saw something unique in our thinking and how we train our people.

With ten salespeople we outsell all of the dealers in our area and win all these awards for CSI; because we have the best tools. When we first started we were selling about 400 units a year and now we can sell over 1300. We'll probably need more space for inventory but I still think we can sell another 1000 cars per year.

My guys earn more money at my place than they'll earn anywhere else. The sky's the limit on how they'll get paid. You get one guy that starts making over \$100,000 and then when most are starting to make that money and they hear that at other places they don't, the challenge becomes how do I get them to the next level."

In their own words:

The value delivered by Cardone On-Demand for James Braden Ford/Lincoln:

Quotes...

Handle objections without confrontation

"We were big time Joe Verde trainers, we thought he was the best. I heard how Grant handles objections by offering information and was blown away"

Increased production across the board

"It shifts the 80/20 rule and I've seen it in my place. I have guys that aren't great at selling cars and we just train them on how to handle objections then they're doing good. If you have all the answers to every argument you'll have in your life, you'd win all of them. All you have to do is practice that."

Dealer recognition at the national level

"In February we're going to be awarded at the Canadian International Autoshow and Cardone training is a big piece of what we do. It's the most advanced auto training you can get. Verde is the other training and it enforces the parts of what's wrong about our industry."

Increase the value of each salesperson

"Accountants have it wrong; your people should be listed as assets on your balance sheet not as an expense. You should invest in training them and supporting them with the right tools for the job."

James Braden - Dealer
James Braden Ford/Lincoln

