

INTRODUCING: I AMM RETAIL RESILIENT



An Automotive Men and Women's Movement that brings forth retail resilience to create change and innovation in the Automotive Professional Industry!

3 MONTH DEALERSHIP MENTORSHIP:

6 Dealership Coaching Video Calls to connect with Screen Sharing on ZOOM Platforms

Discovery phase: Questionnaire to Understand all current marketing and sales techniques vs. NEW Methodology

- Autotrader.com
- Trader.ca (Canada)
- Cars.com
- Kijiji (Canada)
- Dealership Website
- OEM Websites
- Facebook
- Instagram

Template: calculate monthly ROI by Lead source

Virtual Lot Walks for all Lead Sources – this is the #1 Most Important TOOL

- **Customer Portal** to doing business with you!
- **Photos and Description Coaching.** You NEED way more than photos and descriptions!
- Process and Methodology to BUY **online assessment.**

Training: Connecting with Customers and Providing Value before they commit to buying

- Online **Lead Magnets**
- Facebook **Target Marketing** Steps for New Car Manufacturer Programs!
- Sales & Service **Promotions**
- **Re-Marketing Funnel**
- Buy or Die Marketing!

Measure what you need to manage

Re-marketing Funnel and Template

Assessment Homework and Accountability after all Sessions***

ADDED BONUS***

In Depth review of your current technology systems with NICK RIGALI, Owner of Lynchpin Consulting. Nick specializes in streamlining processes to have a more productive Business

6 MONTH DEALERSHIP MENTORSHIP:

12 Dealership Coaching Video Calls to connect with Screen Sharing on ZOOM Platforms

Discovery phase: Questionnaire to Understand all current marketing and sales techniques vs. NEW Methodology

- Autotrader.com
- Trader.ca (Canada)
- Cars.com
- Kijiji (Canada)
- Dealership Website
- OEM Websites
- Facebook
- Instagram

Template: calculate monthly ROI by Lead source

ALL items from 3 month Dealership Mentorship INCLUDED PLUS:

- Effective Price Strategies
- Sales Associate Training for NEW Methodology
- New steps to the sale regarding Meet and Greet and Validating Online Process
- Validating Pricing
- Word Tracks and Templates for the Sales Team
- Discount Tracking Template
- Validating Market Value appraisals
- The “Saturday Morning Meeting” Vault of Ideas

Assessment Homework and Accountability after all Sessions***

ADDED BONUS***

Nick Rigali Owner of Lynchpin Consulting will provide an In Depth review of your current automotive technology systems!! Nick specializes in streamlining processes to have a more productive Business through the use of your technology

Coach Stacy Staaterman former executive leader and VP of American Express will provide a 30 minute complimentary call on the 11 things you MUST do to get your profile noticed on LinkedIn and market your dealership to future employees that fit your culture

1 YEAR DEALERSHIP MENTORSHIP:

18 Dealership Coaching Video Calls to connect with Screen Sharing on ZOOM Platforms

Discovery phase: Questionnaire to Understand all current marketing and sales techniques vs. NEW Methodology

- Autotrader.com
- Trader.ca (Canada)
- Cars.com
- Kijiji (Canada)
- Dealership Website
- OEM Websites
- Facebook
- Instagram

Template: calculate monthly ROI by Lead source

ALL items from 3 month and 6 month Dealership Mentorship INCLUDED PLUS:

- Breaking down Dealership Silos that cause operational inefficiency
- Goal setting for entire Dealership as a Team
- Templates for completed goal setting and 5 year financial forecasting
- In depth analysis of all technology systems in dealership
- Streamline Tech processes to have a more productive day
- The growth and future of your business with current employees
- Unleashing and find skill sets of current internal resources
- Employee Questionnaire
- A Dealership "Makeover" Opportunity to make changes and for cutting edge tools, processes and KPI's

Assessment Homework and Accountability after all Sessions***

INCLUDES BOTH ADDED BONUS MATERIAL FROM 3 MONTH AND 6 MONTH MENTORSHIP***

1 YEAR DEALERSHIP GROUP-WIDE MENTORSHIP WITH 7 DAYS OF IMMERSION IN MAUI, HAWAII::

(All managers and owners must be committed to all sessions or we are unable to serve this program to you)

ALL items from 3 month and 6 month Dealership Mentorship INCLUDED PLUS:

- Discovery session and SWOT Analysis for ALL departments
- Breaking down Dealership Silos that cause operational inefficiency
- Goal setting for entire Dealership as a Team
- Templates for completed goal setting and 5 year financial forecasting
- In depth analysis of all technology systems in dealership
- Streamline Tech processes to have a more productive day
- The growth and future of your business with current employees
- Unleashing and find skill sets of current internal resources
- Employee Questionnaire
- A Dealership "Makeover" Opportunity to make changes and for cutting edge tools, processes and KPI's

MAUI will include CULTURE Building and FUN!!

- Unleash your creativity
- Goal setting
- Working as a team
- Communication tools
- Creating Sales and Promotions for all Departments
- Having fun with Social Media!
- Effective feedback strategies
- Writing emails
- Re-marketing Funnels and Template Creating
- No more Dealership SILOS!
- FUN, FUN AND MORE FUN! IN MAUI!!

ADDED BONUS*** We will have Guest Speakers. TBD Based on Availability!

FREQUENTLY ASKED QUESTIONS:

Q: Gail, I am not sure I will have enough time to learn what you are teaching? My day at the dealership is so hectic! Yes your day at the dealership will always be hectic.

Do you really want to delay finding time for YOU? How many times have you said to yourself "I don't have time?" When you say "YES" to yourself and Invest in yourself it is much easier to block an hour with me two or three times per month and an hour or two per week to do the homework! I can help you create that schedule! Let's do this together

Q: Gail, Social Media is easy, Can't I just do this all on my own? I have Facebook and Instagram so why can't I just get Quality Leads myself? I know how to post videos and pictures – isn't that what gets quality leads?

No that is not how to get quality leads or re-market to them. You can't do something like this alone. And I suspect you've tried that already and it did not produce your desired result. I AMM Retail Resilient is a facilitated group program specifically designed for the unique circumstances facing established, successful Dealerships. This program provides streamlined guidance, accountability and group support – to accelerate the changes you are seeking. And the mentorship I provide is grounded in real world experience from my 20+ year in Automotive – which means you will move beyond theory and concepts into actions and results. You must be willing to do the work in the program.

Q: Gail, I am not sure I want to spend more money, my expenses at the dealership are tight! And also I have bought programs from Vendors before and they didn't work out!

Expenses at the dealership will always be tight without the right resources producing results for you. So let me ask you a question... There are 1.6

Billion people on Facebook right now, do you not think that if we target the right customers online with the right marketing campaign that those customers would not cover the dollar investment that you want to make in yourself and your dealership? I would also ask you another question... the programs you purchased before, how committed were you to working long term with that person or company to actually see results? Or did you give up or ignore the vendor's phone calls when they reached out to help you?

Regardless of your answers I AMM here for YOU and have committed myself and my career to personally helping other individuals in the automotive Industry Transform with Technology and Transform their Dealerships to adapt to our ever changing World!!



I'm Gail the Founder of I AMM Retail Resilient and I help Auto-Industry Professionals drive operational efficiency to change the automotive industry, become true leaders, sell more cars, service more cars, make more money, improve the customer experience so that it is fun and easy to buy a car again and INNOVATE our industry!!

Like you, I am happiest when focused on helping people and making a difference in this world.



“Gail is an amazing performance coach! She has worked with me to help me grow my business and better understand the intricacies of pre-owned vehicle marketing. She is always a pleasure to deal with, I would highly recommend her to anyone looking to improve their process, sell more cars and make more money.”

Patrick Regan

Palladino Honda, Pre-Owned Manager



“On a monthly basis we meet with Gail online and over the phone to discuss our inventory situation as well as market trends. Gail is quick to offer us praise only when we deserve it and lets us know when we are missing an opportunity to improve. This has resulted in an increase of Pre-Owned volume as well as a price reduction schedule that maximizes our profitability and enhances our healthy turn rate.

We look forward to every interaction with Gail as she is knowledgeable, personable, and has a great sense of humor!”

Mazen Aboulhosn

General Sales Manager, Mercedes-Benz Downtown Calgary



“I have had the privilege of working with Gail Rubinstein for several years. She brings an enlightening approach to the rapidly evolving used car department. Our team has embraced Gail’s transparent approach to vehicle appraisals, which in turn has helped us not only win more car deals but increased our bottom line. We look forward to our monthly calls as she brings something new each time. Gail is always a phone call away if questions do arise. We consider her a great asset and look forward to many years of continued support.”

Derek Keeler

General Manager/Partner, Murray Chevrolet Buick GMC Estevan



“I have worked with Gail Rubinstein for the past few years. She has been a huge help in maintaining and marketing our pre-owned department. I have seen proven success in profit as well as increased inventory turns. As well she is always quick to respond when I have an issue or need a second opinion on a strategy.”

Shane Carlson

Sales Manager, Auto Clearing Chrysler