

INTRODUCING:
I AMM RETAIL
RESILIENT

**10X YOUR DEALERSHIPS FACEBOOK
AND INSTAGRAM LEADS**



AVAILABLE PACKAGES TO INCREASE YOUR LEADS:

	THREE MONTHS	SIX MONTHS	YEAR
6 ZOOM Video Conference Calls 1-2 hours per session: (2 sessions per month with homework assignments)	6	12	18
MARKETING			
Business Page and Public Profile Page setups	✓	✓	✓
Connecting Facebook to your Dealerships CRM tool	✓	✓	✓
Audience Insights - who is your actual audience	✓	✓	✓
Creating the "RIGHT" content - Videos and Quote Cards	✓	✓	✓
Driving your Fan base into the thousands	✓	✓	✓
Meeting your new Best Friend EDGAR - he will save you hours per week	✓	✓	✓
Building your First Lead Magnet and Click Funnel for your customers	✓	✓	✓
Remarketing Funnel - 6 e-mail series follow up for campaign	✓	✓	✓
ZOOM Performance Group Meeting availability	✓	✓	✓
SALES			
Social Media Footprint Marketing for Sales and Service Team	-	✓	✓
Facebook, Instagram, LinkedIn	-	✓	✓
Navigating Mobile Device	-	✓	✓
Navigating Social Media Platforms	-	✓	✓
Navigating New Customer Lead Methodology	-	✓	✓
Driving your Facebook Customer Base into the thousands	-	✓	✓
MONTHLY MANAGEMENT MEETINGS			
Meetings facilitated by I AMM Retail Resilient	-	-	✓
GM, GSM, SM, NCM, UCM, Service manager, Parts Manager, Internet Manager, Detailer, Office Manager must all attend	-	-	✓
Goals for each department for the year	-	-	✓
SCRUM monthly calls	-	-	✓

ALL SESSIONS WILL HAVE HOMEWORK ASSIGNMENTS AND FAILURE TO COMPLETE THEM ARE AT THE DISCRETION OF THE COACH/STUDENT. WE HAVE RESOURCES AVAILABLE FOR ALL ITEMS IN PROGRAM IF NEEDED.

Additional items you will need on a monthly basis to continue running these converting lead campaigns for your business are lead ads software, word press, zapier, URL/domain. This will be setup by I AMM Retail Resilient back end operations for the first term of your program enrollment. Should you choose to expand your partnership with I AMM Retail Resilient we have a team that will work with you to grow your business as your trusted partner!

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!!

BOOK A CALL



“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

See more Testimonials at this [Testimonial Page](#)