

INTRODUCING:  
I AMM RETAIL  
**RESILIENT**

**7 FIGURE COACHING: AUTOMOTIVE RETAIL  
& RETAIL SALES OPERATIONS**



## HERE'S WHAT'S INCLUDED IN THE SIX MONTH DEALERSHIP MENTORSHIP:

12 Coaching Video Calls to connect with Screen Sharing on ZOOM Platforms  
(2 sessions per month with homework assignments)

### MINDSET:

- ✓ Becoming an entrepreneur
- ✓ Setting expectations for Family
- ✓ Your true potential in Life
- ✓ Your unique gifts and skillsets
- ✓ Getting excited you are living your dreams!
- ✓ Breath work!
- ✓ Becoming part of a MASTERMIND Group
- ✓ Becoming a member of I AMM RETAIL RESILIENT and VIRTUOSO SCHOOL, membership dues
- ✓ Impacting people's lives and creating change in the WORLD!
- ✓ CODE OF ETHICS and Mission Statement

### MARKETING AND SALES

- ✓ Setup Public Profile Page on Facebook
- ✓ Creating your first MICROSITE
- ✓ Audience Insights – who is your actual audience
- ✓ Creating the “RIGHT” content – Videos and
- ✓ Quote Cards
- ✓ Meeting your new Best Friend EDGAR – he will save you hours per week
- ✓ Creating your First Sales Offer!\*\*\*
- ✓ Building your First Lead Magnet and Click
- ✓ Funnel for your customers
- ✓ Remarketing Funnel – 6 e-mail series follow up for campaign
- ✓ Driving your Fan base into the thousands

### FINANCIAL AND BACKEND INFRASTRUCTURE

- ✓ How to Setup a Legal Entity – Enrollment forms and privacy policy
- ✓ How to Hire an attorney
- ✓ How to Hire an Accountant
- ✓ How to Setup CRM and ESP tools – MailChimp, Infusionsoft etc.
- ✓ How to Connect Facebook to your CRM tool
- ✓ How to Setup Bank account and connect to CRM
- ✓ How to Setup Invoice system inside CRM
- ✓ How to Set up ZOOM Video Conference
- ✓ How to Set up your email
- ✓ How to Work with PMA Web Services for all software tools needed

**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 when I have a full time job and a family to take care of? I want to be an entrepreneur and I have always dreamed of making an impact in the world but I do not know if I can find the time and take a risk at this stage in the game.**

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. We all fear the unknown and we all want to provide for ourselves and our families. When you INVEST in you, your energy changes because you are living your dreams. This actually creates a ripple affect to your customers, your family, your spouse, your children and ultimately YOU reaching your highest potential. What are you waiting for - the time is NOW!

**Q: Gail, setting up a business should be easy, can't I just do this all on my own?**

No setting up a profitable, functioning business requires back end infrastructure, support and mentors. 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 coaching program specifically designed for the unique circumstances facing individuals that have the drive and will to succeed as an entrepreneur. We help people become financially free and live an extremely abundant lifestyle. This program provides streamlined guidance, accountability and group support - to accelerate the changes

you are seeking. The mentorship I provide is grounded in real world experience from my 20+ years in Automotive Retail - which means you will move beyond theory and concepts of running a profitable business and into actions and results. You must be willing to do the work in the program.

**Q: Gail, What if I invest in myself and I do not produce financial results?**

The biggest RISK in life is not taking a RISK at all. There are zero guarantees in life and almost everyone on the planet has the same fear as you. Your "thoughts" can stem from negative survival patterns that come from your parents or negative people that have been surrounding your energy fields and bringing you down. When you choose YOU and INVEST in YOU, and you find a group of people that will bring your spirits up, the probability of success increases ten fold. I personally have experienced both ends of the spectrum and noticed that when I am in a positive work environment with positive people my Sales and financial abundance shot through the roof!

There are Additional software items you will need on a monthly basis to continue running your business operation. This will be setup by I AMM Retail Resilient back end operations for the first term of your program enrollment. We have a team that will work with you to grow your business as your trusted partner! No man stands Alone!

**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](#)