

## IT'S ALL ABOUT PEOPLE

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What makes one dealership different than another, when the products are virtually the same and the price we pay as dealers is exactly the same as well. The answer is in the feeling you get when you walk into a dealership. I've felt it and I know you have too....it's that feeling that there is excitement in the air. The feeling that this is going to be a good place to do business. What it boils down to in it's most common denominator is people. They make the difference. When you drive up to a car dealership, you can generally get a quick synopsis of the kind of place it is by how the people present themselves. Are they all standing at the front door in the old fashioned pounce stance? Is there someone there to greet you with a welcome smile, a nice remark, and an inviting appearance? Is this the kind of place you want to send your spouse, or your children to alone? Since I have three daughters, I always think of what kind of greeting they would get if they came in alone. I can honestly tell you that I've seen far too many dealerships that I would advise my daughters to stay away from. So I am even more conscious of how our store appears to a new customer. We have a very diverse sales team, men, women, all age groups; several races are represented as are several religions. I often say to our sales team, we have someone here to make everyone feel comfortable.

That being said, the right attitude has to permeate from top management and at virtually all of the Classic Auto Group stores, we insist on a friendly, accommodating, enthusiastic sales team. I know that is not the case in all groups our size, but as someone who has seen more dealerships around the country than most, I can attest to the fact that Classic Stores have one of the best, if not the best sales crews in the industry. Never will you be pressured into buying a car, but rather you will be assisted in finding the right vehicle at the right price for your needs.

No matter if you visit Classic Honda, Classic Lexus, Classic Chevrolet or any one of our 17 stores, you will find a genuine, friendly and best of all knowledgeable sales staff that will make your purchase an easy one.

At the end of the day, nearly every customer wants to buy or lease a new or used vehicle and it is our job to find the car for you. It is a big decision and one that is often a reflection of you and your personality...so find out for yourself what distinguishes Classic from all other Groups in the automobile business....IT'S THE POEPLLE.