



March 23rd, 2010

I first met Jennifer Suzuki in June 2009. I attended a seminar that she held for dealers interested in improving their internet process.

I was extremely impressed with Jennifer's ability to hold the attendees' interest and to involve them in the process. She was personable, a great speaker and made the three day course a fun experience. Her ideas made sense, were easy to implement and were very creative. I could immediately see that she was the person we needed to conduct a much needed phone skills workshop.

In October Jennifer conducted her first phone skills workshop at our dealership. We have thirty salespeople who were divided up into three groups together with managers. Jennifer spent one day with each group. After the training session she would visit the showroom and spend extra time with those who needed it. With Jennifer, there was no rush to leave the dealership at the end of the day, it was all about our salespersons' needs. The fourth day she spent time watching salespeople take phone calls.

Jennifer also trained our service and parts staff. They too needed some phone tips on building rapport with the customer on the phone and making sure they got the appointment. Jennifer did a great job of producing a workbook for them and conducting a class geared only to service and parts.

Several months later Jennifer returned for advanced training for both sales and service. Many of the salespeople and advisors commented that they were very happy that she had not been a one-time trainer. They truly enjoyed her presentation and were utilizing her process.

I personally listen to the incoming calls on a regular basis and have enjoyed hearing the improvement in the way our calls are handled. The increased focus on relationship building and value building is definitely bringing in more appointments.

I highly recommend either attending one of Jennifer's seminars or even better, having her come to your dealership.

Pamela J. Harwood, CFO

Peters Auto Sales

Honda-Nissan-Kia-Pre-Owned