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Milton Chrysler offers outstanding customer service

Dealership ranks as "#1 in Canada" for customer satisfaction

BY JENNIFER ENRIGHT

Phil Ciantar, Milton Chrysler's general sales manager, says the rankings are based on the responses of clients themselves. After someone purchases a car at his dealership that person receives a customer satisfaction questionnaire and the results of these types of questionnaires are compiled to rank dealerships across the country.

In 2004, Milton Chrysler received a rating of 99.4 per cent for customer satisfaction among dealerships of its group. Not quite perfect, Phil concedes, but "just about perfect."

For Phil, the key to his dealership's success is simple: offer good prices; provide the service people want; show a willingness to negotiate on price; and last, but not least, adopt the soft sell rather than hard sell

approach.

The hard sell approach may be what people think about when the word car dealership comes to mind. But Phil's a firm believer in

developing a relationship with his clients. He says

he wants people to relax and he enjoys getting to know what their needs are. And he makes a distinction between his dealership and others that try to push people into purchasing vehicles they may not actually

want. "Too many dealerships try to sell you what they have, not what you need."

Phil, who has worked at Milton Chrysler for thirteen

years, says all of the sales staff show a concern for customers and that's something that's encouraged by Carl Boedecker, who has been the owner of the dealership for forty years. From the beginning during the initial sales transaction until the completion of the sale and even after a car has left the lot, the emphasis is on customer satisfaction, says Phil.

Phil says staff inspect vehicles twice before any car leaves the lot. And they keep in touch with clients who have bought vehicles at Milton Chrysler to ensure they continue to be satisfied.

It also helps, he says, to have experienced sales staff that enjoy working together and helping people purchase the kinds of cars they want. "It's not just one person who will help you here. It could be three or four people involved in a sale."

To find out more about Milton Chrysler, call 905-878-8877 or log onto the website www.miltonchrysler.com. The e-mail address is sales@miltonchrysler.com.



Phil Ciantar
 General Sales Manager
 of Milton Chrysler

MILTON CHRYSLER RECEIVED A RATING OF 99.4 PER CENT FOR CUSTOMER SATISFACTION



PHOTO BY JENNIFER ENRIGHT

Phil Ciantar, general sales manager at Milton Chrysler, displays the sign that advertises his dealership as #1 in customer service for 2004. Beside him is the award-winning design sports car, the 2005 Chrysler Crossfire Convertible. Phil says his staff takes pride in offering quality service and assisting various groups in the community. Milton Chrysler is celebrating its 40th anniversary in Milton this year.

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