

IT'S YOUR TURN

A recent Chamber of Commerce meeting sponsored by North Halton Golf & Country Club gave me an idea. This community needs more interaction. Business to business, public to business. Everyone has experienced trepidation when acquiring a big ticket item. I see it every day on my showroom floor. Worried faces wondering when some high pressure salesperson will pounce on them & trick them into overpaying for a vehicle they don't really need.

Wouldn't it be nice to be able to breeze through a major purchase with a clear understanding of the whole process? Wouldn't it be nice to have one of those confident "smirks" on your face knowing you got a good deal and trust the person you're dealing with? Wouldn't it be nice to do away with the anxiety that has seemingly built up over the last 3, 4 or 5 years necessitating the purchase of "Tips On Conflict Resolution"?

You know what? That would be nice. How we gonna get there? More communication more interaction. Last Monday's Chamber meeting gave me an opportunity to solicit input from the local business & political community. I have a lot of respect & wish I could learn more from people like Manes, Hepburn, Johnson, Hatch, Chudleigh & Trenton. But with the exception of Hepburn's "Wartime" jeep these people already have reasonably new cars & I don't sell tractors.

SOOO now it's your turn. I want YOUR input. Write me, fax me, 877-4557 drop by, phoning is not good, but please contact me with suggestions, concerns, ideas or topics for future letters. (No ticking packages). It's tough keeping all of our customers happy forever. We are not allowed to overturn the manufacturers warranty policy. What I want to accomplish is to change your perception of car dealerships. I know it's hard to reach into your pocket for fifteen grand, so tell us how we can make it more enjoyable.

Paul Auty
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