

DID YOU KNOW?

At Georgetown Chrysler Jeep (Daimler Benz) every employee recognizes that their job security is partially dependent on their co-worker. Although growing from 11 to 40 employees has been great for the local economy, managing such rapid growth has been very difficult.

Overall, our organization is still lean and mean (not just Margaret). We do not wish to hire a honest hard working career oriented individual only to lay them off when the economy slows down. Occasionally this creates a problem. A customer on the lot gets ignored because all the salespeople and managers are busy or we don't complete a repair we promised that day. Dilemma. We can't load up on part-timers. The job might get done but probably not to our standards. Auto repair is a high skill trade requiring extensive training on state of the art scientific equipment and possessing the "Gift of the Gab" just doesn't cut it in sales anymore, Leo really has to know his stuff.

This is what we've decided to do. Provide exceptional sales and service to the people who choose to do business with us. As stated in previous letters, we are confident once you get to know us really well, we will be the automotive superstore of choice for you, your family, friends and neighbours.

Yes, we still occasionally mess up but not because we didn't care or you were the "dump on" target for the day. Everyone currently working at Georgetown Chrysler Jeep has your best interest at heart. If the technician advises the need for brake pads, it's not to put five more dollars in his pocket; it's to stop you and your family on time during an impromptu filming of World's Scariest Police Chases.

Why do my staff care about you? Two reasons:

- A) Their livelihood depends on your satisfaction.
 - B) I take every opportunity to show how much I care about them.
- It's a two way street. I'm proud of us when you are.



GEORGETOWN CHRYSLER JEEP

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