

WOW!

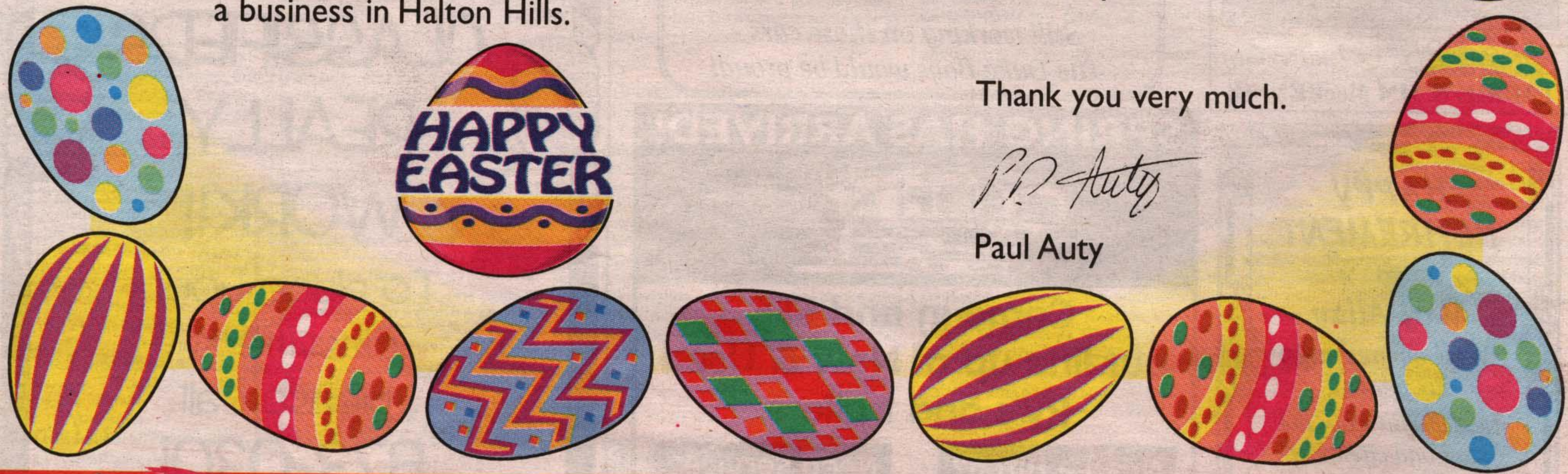
What a holiday. We're back now, thanks for not breaking into my house. Low crime, great cops, friendly neighbours, politicians that don't know what promiscuous means. What a wonderful place Halton Hills is to live, work and raise a family. Let's not take this for granted as we celebrate Easter Weekend.

Back to my holiday. I suggested in a previous letter, the Sales and Management Team like to reinforce (down my throat) that the dealership does not fall apart when the boss walks out the door. There is a tendency to blow out as many new and used cars, trucks and Jeeps and light up our "Sold Sticker Board" like a rainbow. Unfortunately, who suffers most during this flurry of activity is Mr. "Profit". A popular misconception in our industry is that Automotive Salespeople are greedy, money grubbing dregs of society that given the opportunity would sell their grandmother for a buck. Not true. My experience coming through the ranks is that it's the Dealer who is always trying to shave his staff's paycheck to keep more for himself. The "Good" Salespeople, and there are still some bad ones, but the good salespeople are honest, hard working, conscientious individuals who for the most part live cheque to cheque. They are obsessed with the aforementioned "Sold Sticker Board". Leading that sticker board is status - recognition from your peers King or Queen for the month. Who cares if they were all "skinny" \$100.00 deals; he/she sold more than anyone else! The spouse brings you back to reality on payday. Saying your married to March's King car salesman doesn't work at the grocery checkout counter.

Anyway, March was the highest volume month in Georgetown Chrysler's history. Privately, I'll tell you how many. This is not the forum. Bragging and gloating are very much a party of my personality, but I try and restrict it to boasting about the tremendously talented professional and dedicated men and women that make up our organization and the pride I share having the opportunity to live and run a business in Halton Hills.

Thank you very much.

Paul Auty



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