

SIX YEARS (Revisited)

Back in April 1993 I had no idea what I was getting into. I had worked very hard as a salesman, sales manager and ultimately general manager learning from both great and lousy bosses. I thought I knew what to do, as well as, what not to do. WRONG!

Many mistakes were made, causing friction with my ex-partner and raising concerns with Chrysler Canada. At stake was my 25% interest in the dealership, most of which was financed by my parents mortgaging their \$75,000 bungalow in Cornwall; another \$25,000 came from friends who believed in my wife and me (more her than me). The balance came from a banker who failed to notice Kim's (7 months pregnant) belly neatly camouflaged under a huge out of season winter coat. He had no idea Dylan's imminent arrival would seriously jeopardize our ability to repay this loan.

Needless to say we had a lot riding on the success of this store. Having been fired by many dealers who wouldn't listen to me (Ha!), I decided Halton Hills was a good place to experiment with a new approach I had been working on. What follows is a few excerpts from my first open letter to Halton Hills (circa 1993):

... "Although we have made no formal announcement this dealership changed hands recently without the usual fanfare of holding a Grand Opening Sale" ...

... "Event type sales with all the hoopla and prize giveaways are expensive. Inevitably these additional costs are passed on to you." ...

... "We believe these weekly "Greatest Sales in our History" gimmicks will gradually be eliminated in the nineties. Today's better informed customers will base their decisions on value for their money and confidence in the place they do business." ...

... "Our commitment is not to sell you a car or truck, but to help you buy one. Although GM, Ford and the imports sell good vehicles, we at Georgetown Chrysler (1993) Ltd. would like the opportunity to show you what we have to offer." ...

So you see folks, we haven't wavered much from our initial philosophy. Kim and I have stuck to our straight forward approach to earning your business. Real people selling great cars, trucks and Jeeps. We still occasionally mess up but in the spirit of great communication you almost always point out my mistakes. I appreciate this because if I wasn't made aware of problem areas, I wouldn't have an opportunity to correct them.

Thanks for your continued support,
believe me you'll get more in return.

Paul Auty



GEORGETOWN CHRYSLER JEEP

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