

ADDING CONSISTENCY AND ACCOUNTABILITY WITH **CAR WARS**

featuring



In September 2014, in Greeley Colorado, Weld County Garage's Business Development Center was outpacing their previous month's numbers. During the entire month of August they had 45 appointments total. In the first 10 days of September, they already had 37 appointments set. That means they were on pace to double their appointment rate in just one month.

By the end of September, not only did they double their appointment rate, they almost tripled it, with a record 114 appointments. This resulted in 45 cars sold, and a whopping \$108,978 in revenue (compared to \$35,420 the previous month!) So, how'd they do it?

Chad DeSelms, the business development director, tapped into a revenue gold mine with the help of Car Wars. As the oldest Buick dealership west of the Mississippi, it's clear that these guys know how to sell cars on the floor. When DeSelms took a

closer look at what was happening on the phones in the BDC, he discovered some major opportunities for improvement. "I realized that Car Wars would give us the tools we needed to minimize our missed opportunities," he said. "They gave us the accountability we didn't have before."

DeSelms began using Car Wars to set clear expectations and establish accountability for his team. He sparked a competition within the department by initializing an incentive program that encouraged making and connecting calls each month. One of their team members, Victoria Portillo said, "Car Wars has pushed us to be more competitive with each other and it shows us how we are making an impact on the company individually."

Shelby Edens and Caroline Trefz, the BDC's leaders, said it helped them with training new employees tremendously. "Giving



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Chad DeSelms,
*Business Development Director,
Weld County Garage*

our department that competitiveness made our new employees want to learn to be on the phones much quicker than before” said Trefz. Edens agrees that it has helped, especially with the notifications it provides when there are missed opportunities.



Left to Right: Chad DeSelms, Caroline Trefz, Shelby Edens, Max Bain, Jennah Downs, (Second Row) Kristy Snelling, Coree Chacon, Victoria Portillo

DeSelms said Car Wars has increased expectations of his team. He now sets a goal for them to hit 100 points every day that he is not present in the office. It has also allowed for him to be able to check up on the progress being made from afar. “It is very easy for me to look up the current standings at a glance and see where we could use improvement,” he said.

Before starting Car Wars, the BDC was handing their salesmen around 50 appointments a month. Now, in just their first month using Car Wars, they have tripled that

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number. DeSelms said it will only go up from here. “I’ve never been more excited to get better” he said. “We put our whole heart into it and use every piece Car Wars has. When we do something, we do it 100 percent. We use our tools clear to the end”.