

Why Are Consultants Necessary? Because They Are!

A Commentary on the Automobile Business
By Jim Fisher, Former Dealer and Consultant

Every dealership that I know has an accountant, even though their office manager or controller is an accountant. Every dealership has an attorney to help with things the dealer is unable to handle.

Why doesn't every dealership have a consultant? The best explanation of a consultant is that they are out of work salespeople. Why would a dealer want to hire a consultant?

My story starts way back in 1983 in the little town of Lafayette, Indiana. I was a General Agent selling service contract programs and John Shaver Pontiac was one of my customers. I became a trusted confidant of John and his General Manager, Ed French by helping them to make their managers and salespeople better.

I was working the desk one day when a salesperson comes in with a locate order on a Pontiac 1000. I asked him if there were any 1000s in stock that they liked. He told me there weren't any 1000s in stock. I closed the deal and went over to Ed French's office and asked him why there were no 1000s in stock. He said that no one asks for them, so they don't order them.

During lunch that day, I went to the local Chevy store and asked about their sales on the Chevette, which was Pontiac's 1000 counterpart. He told me that sales were great and they sold at least 10 to 15 per month, especially to college students from Purdue.

When I returned I had a meeting with John and Ed and discussed the 1000. I explained, that if the Chevy Dealer could sell that many Chevettes, they could sell a whole lot more 1000s. I told them they could get as many 1000s from the factory they wanted and they could become number one in the zone in sales within six months. Even though the gross on the 1000 was low, the back end profit was very good. I told them that the decision was theirs, because they were the ones that could lose. However, I promised that I would help their managers and salespeople to sell them.

I am attaching a letter from Pontiac to John Shaver congratulating his dealership on becoming number one in sales on the Pontiac 1000 in the United States. The idea was mine, but the hard work and the vision of John Shaver and Ed French is what made it happen.

Best of all, my consulting services were free, because of my business relationship with the dealership. Not a bad deal.

Review my credentials at www.jfanow.com and contact me at 630-542-9444 if you have any questions or need my services.

