



AUTO PARTS DIST. LTD.



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Hi Norm,

Now that we are 5 or so months into the Professional Sales and Customer Service course, A Day at the Sales Counter, I would like to share some of the many positive results we have seen in this short amount of time. Currently we have over 80 staff members whom have successfully completed the course with hopes to eventually have all future staff members complete this course upon their hire.

I will admit that when we were approached with "another sales training program" we were perhaps a little dismissive as we have always felt that customer service was our strong suit, I mean who doesn't feel that they give the best service to their customers at all times!! However, once we had a deeper look at the industry related material and the production quality of the videos we were sold. We immediately signed on to put our 11 store managers through the course. With Norm facilitating we spent the day going through the material and videos. Our managers eagerly embraced the program and the decision was made to roll the program out to the majority of our full time front line staff members over the course of a 45 day period.

While the videos are great it is through Norm's process of store evaluation, self-evaluation, and goal setting that this program really shines. Our store managers all had team meetings prior to staff starting the course to introduce the program and do preliminary store evaluations. Once that was completed, a tightly scheduled progress plan was implemented. As the employees completed each module, the managers had a quick sit down with each employee to review their results and goals. Once all staff had completed the modules we had subsequent team meetings again to review and set store goals.

I'd like to mention that the support from Norm and his team have been outstanding. From communication, consultation to tech support, the whole program is well laid out and easy to facilitate.

This process has not only changed the way our staff treat customers, but has improved the "Team" dynamic in all of our locations. No more staff meetings only "Team Meetings"! We changed up our phone script as well which helped to improve our phone service and customer comments have been very positive! Customers have regularly commented..."What did you do with your staff? Give them happy pills?!!" Store to store communication has also improved. The staff seem more attentive, organized and positive in all aspects of their daily jobs. Staff members are no longer reluctant to "ask for the sale" which will help sales every day. Customer service is first and foremost in everyone's minds and our managers now have another tool to use for training, staff development and review..

Are we all perfect now? Probably not... but the focus is there and we now have the tools to improve every day.

Thanks again Norm for the great program and support and feel free to call on me should any of your customers have any questions regarding the program.

Best regards,

Jamie Tuson
District Manager
Auto Value Part Stores