



How Rich Dealers[®]
Makes Life

ESP[®]

FOR EVERYONE

by

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ESP[®]

ESP—Enjoyable, Simple & Prosperous[®]

The concept of ESP[®] means something different to each person who encounters and embraces its intoxicating allure. This fact makes it extremely difficult for us to narrow down the meaning or limit its impact. Quite frankly, we wouldn't dream of pigeonholing the impact or benefits of ESP[®]. So when charged with the task of trying to explain the effects our ESP[®] philosophy has on a dealership and its personnel, we decided to distill the significant benefits it delivers for each position in the organization to a specific, one-word big idea.

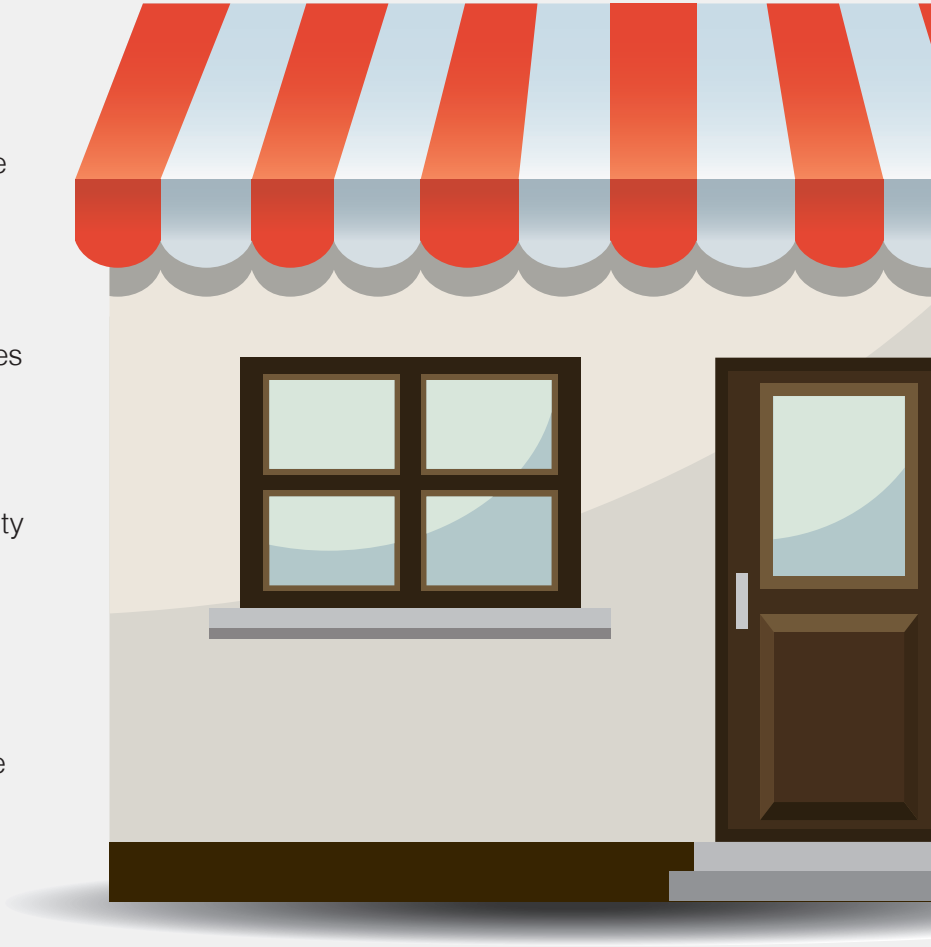
DEALERS:

For a dealer/partner/owner, ESP® represents CLARITY. Nothing is more frustrating for a business owner or entrepreneur than ambiguity. Not knowing what to do to keep your business on track and your employees happy can be the most frustrating thing for a dealer.

Rich Dealers® removes the ambiguity and replaces it with clarity. It gives you a clear vision of how to get where you want to go and provides you with a blueprint for positive momentum. Rich Dealers® also give you a success-minded support system for you to plug into and use as a guidepost for all decisions.

When you embrace our proven strategies, you get clear on what you need to do every single day to move your business forward and achieve even your biggest goals and ambitions. No longer are you paralyzed by the fear of not knowing the “right” moves to make.

Once plugged into the Rich Dealers® network, you’ll be energized and be given sight beyond sight to clearly see the path to success.



MANAGERS:

For a general/sales/service manager, ESP® represents SANITY. Often, as a manager, all the problems roll uphill and stop on your desk. You're pulled in a million directions at once, and it's a full time job just to decide what to tackle and what to leave for another day. Things that aren't on fire don't get handled and that usually means key systems that need creating or fixing don't get worked on, which puts even more work and pressure on your plate.

There's only so much one-person can do and only so many hours to do it, right? But at the end of the day, no matter what has gone on, you are still responsible for the key numbers: ups, sales, deliveries, ROs, hours and collections, just to name a few.

Nothing is more stressful than feeling alone on an island with all that responsibility with no roadmap and no support and no idea if you are making the right decisions. Rich Dealers® provides dealership managers with a sense of peace and sanity through its comprehensive dealership marketing blueprint.

Marketing is the most frequently overlooked system in the business. It's responsible for creating many of the outcomes that you are measured on at the end of any given month but there seems hardly any time to focus on marketing.

Once you have a system, mission and core philosophy to work on, train on and focus on, life becomes so much simpler. Just this bit of simplicity is revolutionary for the dealership manager.

The blueprint provided to you in the Rich Dealers® program walks you through the creation of several simple but powerful systems that can make your life easier, your job more fun and your time more productive, giving you a clear head to be better at what you are really good at and allowing your work time and your private time to be more manageable and sane.



SALES & SERVICE PROFESSIONALS:

For a sales/service professionals, ESP® represents OPPORTUNITY. We can't think of a worse feeling than standing around waiting to do what you do best. Like a racehorse in the starting gate, you're champing at the bit to get out there and deliver value to the customer and to the company that provides you with the necessary employment to not just survive but thrive. You're eager and ready to unleash your power and do what earns you the money you need to live your life and provide for the people who matter most to you.



When you earn your living based on what you produce, a commission/production-based compensation, nothing is worse than not having the chance to sell, to produce. Producing is the most freeing feeling in this world and producers are one of the most precious resources on this planet. The bottom line is that no “at bats” means no chance at earning and that severely impedes your income potential, curbs your career growth and limits your lifestyle.

Rich Dealers® provides producers like sales and service professionals with the one resource they desire most...opportunity. More opportunity means more production, and more production means more income for all. It is also more fulfilling to be providing value, honing your skills and practicing your art. Because sales is just that...an art, and you are an artist. Artists are never fulfilled unless they are creating art, and true sales professionals are never truly happy unless they are selling. But without opportunity you are, like many others, a starving artist.

The Rich Dealers® marketing blueprint doesn't allow for starving artists. We use our tested and proven marketing strategies and promotions to drive ridiculous amounts of traffic, giving you all the opportunity you could ask for. Many of our members have hour-long waits on weekends just to speak to their sales people. Some have installed “Take-A-Number” machines in an attempt to organize the chaos. They don't call us “The Traffic Guys” for nothing.

Don't worry. We don't just bring in tire kickers and price shoppers who try to make you look stupid and chisel you down, leaving no meat on the bone for you. Our program attracts people who are looking for your help and expertise, and our methods position you unlike all the other dealerships and sales people in town. You'll see an abundant amount of buyers who seek you out for the value you provide and who want to do business with you, not just the guy who will give them the lowest price.

ADMINISTRATIVE STAFF:

For a dealership's administrative staff, ESP® represents SECURITY. In an economy as volatile and strange as ours, many people are still worried about their jobs and stability. The automotive business was hit especially hard and many dealerships found

themselves in the unfortunate predicament where downsizing was their only option. We have heard countless stories about dealers who had to let key individuals go who have been with them for what seemed like a lifetime. The potential that you could lose your job tomorrow is certainly an unsettling feeling, but a reality.

Rich Dealers® gives our members' employees the security they need to perform at their best. When you are not worried about losing your job, you can do a better job actually doing your job. Rich Dealers® has such a positive impact on a dealership it's like an eternal ray of sunshine beaming down on the dealership, even in the worst hit economic areas in the country.

Not only will you be confident that you'll be employed tomorrow, you'll also be sure you'll have a steady paycheck and a sense of consistent and reliable work to do.



ALWAYS REMEMBER:

Doing things the way everyone does things is a sure way to get what everyone gets. Approaching common problems from an uncommon perspective allows you to create solutions that most dealers will never experience.



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Jimmy Vee & Travis Miller are experts on attracting customers, authors of ***Gravitational Marketing: The Science of Attracting Customers*** and founders of **The Traffic Institute**.