



THE
CRUSADE
TO SAVE CAR DEALERS

by

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*D*ealers are under attack. Ominous threats loom everywhere. But your deadliest opponents are posing as your friends. There are forces within the automotive industry that are trying to “reform” the business. These automotive progressives are hell bent on ushering in a new era...but at whose expense?



WHAT'S WORSE,

nobody likes car dealers. The public considers dealers untrustworthy. The manufacturers consider dealers a liability, something to be cut to reduce expenses. Vendors look at dealers as suckers who overpay for everything and are willing to try anything once. Then there's the government, which is now an industry insider itself, and you can be sure that the government progressives are not your friends.

Do you consider yourself untrustworthy?
Do you look at your business as a liability
on manufacturers' balance sheets?



PRICE ARMAGEDDON

Like it or not, there is a collusion of power from within the industry that is programming consumers to believe that price is the only important factor to consider when buying a car. Simultaneously, these very same forces are educating dealers that “price” is the only effective way to differentiate one dealership from any other.

Essentially, these colluding powers are attempting to level prices across the industry, diminishing your profit in the process. It’s a vicious cycle. Robbing you of your profit is robbing you of your power, your potency, your liberty, your independence as an entrepreneur. As profit is systematically reduced, so too is your ability to provide exceptional service, solve problems, be an advisor. Thin margins reduce you to a merchant, and nothing more, like someone running a stall at a flea market, haggling over used tools.

Did you dream of more than this for your business? For your life? When did this become acceptable? Is this why you signed up to be a dealer? Or are you still in business to make a profit? And do you believe that the profit you make should be determined by how much value you bring to the market place? Or should YOUR PROFIT be dictated by a suit in a corporate office somewhere?

This relentless attempt to program consumers to believe the car business revolves solely around price will be a fatal blow against tired and weary dealers who lack the strength, energy or zeal to fight back. It’s not right and we won’t stand for it. But the mission is not to change the direction the business is heading in...but to learn to survive in spite it. This may not ensure THEIR destruction, but it will ensure YOUR survival.





THIS IS **WAR**

You can choose to join the fight against these forces...the fight for **INDEPENDENCE**...or you can assimilate...be slowly homogenized, commoditized, equalized, finally downsized.

Just declare that there is something unique about you...a reason for customers to choose to do business with you over other dealers. Even if you can't enunciate what that difference is right now, don't worry. We can help. We believe, no, we have proven, that the car business can be **ESP** – Enjoyable, Simple & Prosperous® once again. Join the fight, **JOIN RICH DEALERS®**, and see for yourself.

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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