

## A few recent Dealership Testimonials:



"Beth practices what she preaches - the Everybody Wins philosophy! She personally and professionally taught me the tools and technique I needed to win at home and at work, for the first time in my life and I have been around the block a few times.

Beth is an invaluable resource who supported me in thinking bigger about my business processes and planning at higher levels for my dealership success; everything from who to hire and dealership tactics to implement. She also assisted us with the creation of systems and measurable outcomes which resulted in a CSI increase in F&I perceived wait time from 58 minutes to less than 26 minutes. Within the 3 months of working with Beth, all of the goals that we set for my dealership I was able to successfully accomplish.

Plus, Dr. Beth got the managers organized and focused on the specific tasks and agendas for the ease of managing their sales consultants. She also made the learning and staying on top of the new product a game that the sales consultants actually enjoyed - they had a blast competing for and winning sales based prizes. My staff has never been so prepared to take care of our customers before we brought in Dr. Beth.

And the best part is we ended 2011 as the #2 Sales dealership in the Northern CA Area.

Thanks Dr. Beth for being a "NEEDLE MOVER" for our dealership. We look forward to working with you again in the future."

Mike Ebrahimian, General Manager Sunnyvale VW



*"Beth Halbert has been tremendous in coaching and training our team at Capitol VW. Her consulting has **helped our CEI score improve every month**, up 5 percent from 90% to 95% in a short span of only three months. Our customer satisfaction is at an all-time high and **now our staff is competent and confident**. I highly recommend Beth to anyone who wants to get amazing results in their dealership."*

Giovanni Barboza; Sales Manager, Capitol VW



*"The **hands on training was fun and informative**, and it was great having multiple visits with Beth so we could see the employees' and dealership's progress over time."*

Kelli Lyons: CR Manager, Stevens Creek VW



*"Don't mess with Dr. Beth. She will make sure you know your stuff before the learning experience is over!! Thanks so much Beth for all your help getting everyone trained."*

Ron Simi: Sales Elite, 12 Yr VW Rep, Top 50 in the country, Internet Manager, Dirito Brothers



*"...thank you for all your efforts with our company. I feel like we have absolutely moved forward with your help and will continue to do so. I hope that we will be able to work with you again soon."*

Dietmar Burkhardt, Jr.: GM / Vice President, Sunnyvale VW



*"Beth knew her stuff and was open and supportive to whatever we needed. If she said she was going to do it – She did it!! Never brought in enough SWAG. :) However, **my personal CSI went from red to green**, low 80's to 96. Thanks Dr. Beth."*

Mike Ellis Sales Consultant Internet Department  
Roseville Volkswagen, #1 Sales Volume in Northern CA



*"Here at Capitol Volkswagen we had the pleasure of working with our Certified Volkswagen Coach Beth Halbert over the last ninety days. Beth was instrumental in identifying some of our problems areas that needed more focus. She coached us in how to develop and implement new processes that have helped us greatly. Especially helpful was Beth's training of our sales team in explaining the vehicle's features and personal settings evidenced by the **increase in our Sales CEI scores** below:*

August	September	October	November
92.0	92.8	95.8	95.0

*Beth has helped me to organize my duties as a General Manager. We developed a simple Dashboard with daily, weekly, and monthly duties. This has helped me stay on top of my tasks and to be more organized and productive.*

*I recommend Beth Halbert as a Coach and Personal Trainer for any business. Beth is passionate and excited to bring improvement to the workplace environment. I hope I have the opportunity to work with Beth in the future.*

Dennis Billings; General Manager, Capitol Volkswagen



*"Beth Halbert was an Excellent coach for me. She helped me to improve my communication with my customers to get me to the next step in the sales process. She helped me improve my CSI from 95 – 98.6 in 3 months. I am now a 15 – 20 a month car guy and VW fanatic. **Beth helped me understand customer's needs in a whole new way.** She made things happen with management to improve the delivery process for the whole store."*

Kristof Mosderg; Internet Manager, Capitol VW



*"Beth Halbert is not like any other trainer/coach we have ever had. She keeps it interesting, has an unusual demeanor that keeps everyone involved, she has patience and understanding when the guys are interested or out of the training she treats them the same until they all choose to come around for the assistance. She goes with the flow and keeps the presentation productive.*

*We have had huge results – in the past we paid \$100.00 for 100% surveys results and in the last 3 years we have not ever been this high and have never had the results we've had with Beth in the last 3 months. **We have gone from 90 to 95% CSI in the past 3 months.**"*

Dave Halvorsen, General Sales Manager, Capitol VW



*"Beth Halbert inspired and taught our sales team how to take the time to WOW the customers. The sales consultants love to see the surprised look on the customer's face when they have gone the extra mile for the Wow Effect! She created an eye opening experience to the small things that have made a big impact overall with the management team and the staff. Our **CSI is consistently 8 points higher than when she started.**"*

*Rich Fox; General Manager, Roseville Volkswagen,  
#1 Sales Volume in Northern CA*



*"Beth helped us improve our delivery process and make us more knowledgeable about the products. **She helped the managers know what the sales consultants needed to learn and how to present the material to the customers.** The sales consultants immediately implemented the training. Now the managers know what we need to do on a weekly basis to address our areas of weakness."*

*Raza Tharamarajah; Sales Manager, Stevens Creek VW*