

Green Peas, Gypsies & Gold Chains... Where are All the Good Car Guys?

It's no secret. Staffed event sales teams don't always have the greatest reputation....

After 15 years in the business, here's what G&A has learned: Many dealers are hesitant to even consider doing an event; not due to the cost, but because they're leery about what type of 'professionals' will show up at their store.

It's a common concern among dealers. Perhaps they've been burned by less than reputable companies. Or maybe they've heard horror stories from other dealers who've been left to pick up the pieces after a poorly managed event. Let's face it, a lot of these staffed event "companies" are really just "four guys and a suitcase," here today, gone tomorrow.

So where are all the GOOD Car Guys? You know they're out there, you've heard the GREAT stories, too. Many of them have spent years working staffed events, although news of their work is often overshadowed by the wrong doings of other event teams. If you've wondered where all the GOOD car guys went...you can find them at G&A Marketing.

Why did all those good car guys join forces with G&A? According to G&A's most talented team members, the answer is simple: G&A gives them steady work at the best pay. Of course stable work and high pay are appealing to nearly everyone in the car business. So to separate the very best talent from the rest of the crowd, G&A Marketing put in place a number of rigorous processes aimed at ensuring everyone is responsible – both on and off the job.

Multi Point Hiring Process

Just as auto manufactures thoroughly inspect their vehicles to ensure safety, G&A Marketing takes special precautions to ensure the accountability of our teams. Background checks and drug screenings are completed prior to hiring and throughout employment. New recruits spend weeks training side by side with G&A's top performing teams, before they can work a sale on their own. Taking such thorough actions allows G&A to retain teams that are both talented and reliable, ultimately helping dealers feel more comfortable with staffed events.

Code of Conduct

As a term of employment, G&A requires each team member sign and adhere to a detailed code of conduct. This code holds each member personally responsible for following dealership rules including dress and appearance, as well as obtaining state licensing where applicable. G&A teams are required to have dealership management sign off on EVERY car deal, and will reimburse G&A's full participation in any chargebacks within 90 days after the sale. To request a copy of G&A Marketing's full Code of Conduct, please email info@gamarketing.com.

The Black Ball List

A dealer's reputation is a valuable asset. To help ensure that this isn't jeopardized, G&A Marketing created the Black Ball List. This list publishes the name of each previous G&A employee who has acted inappropriately either on or off the field. Team leaders immediately terminate employees who display bad behavior and report the wrong doing to the G&A corporate office. Once added to the list, these blackballed individuals are banned from working any future G&A sales. Should a team leader or manager choose to rehire a black balled employee, that team leader or manager will be fined \$5,000 by the G&A corporate office. It may not seem like much, but G&A's Black Ball List has been very effective in helping

dealers maintain and even improve their reputation before, during and after an event. Dealers tell us that this list helps them realize just how seriously we take team performance. By ensuring each event will be supported by only respectable and accountable team members, dealers feel more at ease with the thought of welcoming teams into their store.

In the end steady work, top pay and good direction are G&A Marketing's keys to attracting and retaining all the 'good car guys'. Trustworthy event teams are an essential piece to a successful staffed event, which is why G&A's clients rest assured knowing their events will be managed by the industry's best. If you'd like to learn more about the event teams at G&A Marketing, or to request to speak with a team leader directly, please contact G&A at 800.688.1370 or at info@gamarketing.com. ■