

LOUD AND PROUD

MONTHLY NEWSLETTER

YOUR DEALERSHIP, YOUR NEWS, OUR FAMILY

VOLUME 2 – EDITION 3



MARCH 2018

State of the Union

Gary Rome Hyundai

- **Sales** - New 66 Used 50 Total 116
- **Service** - 1385 service tickets & 190 Alignments
- **Parts** - \$271,046.00
- **BDC** - 3,575 calls

Gary Rome Kia

- **Sales** - New 25 Used 29 Total 54
- **Service** - 788 Service tickets
- **Parts** - \$136,380.36
- **BDC** - 1,852 calls

Gary's Corner

Q. What are you looking forward to with spring coming?

- A. "I'm counting down the days until Spring! I am looking forward to the *warm weather*, lighter and *longer* days. Taking long walks and hikes with Jack! Looking forward to getting into that chilly water to go **water skiing**. And in no particular order I am looking forward to a very very busy selling season. Gary Rome Auto Group will realize a 18% increase in sales and a 15% increase in parts and service revenue. "

Current Promotions



What's Happening

Gary Rome Hyundai Blood Drives are back for 2018! Thanks to all of you who came out on March 5th! We **SAVED OVER 60 LIVES!** Our next blood drive will be on June 4th!



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Shout Outs

" My shout out this month is to **Rich Circe** who quietly and efficiently runs our office and continues to not only perform at a **high level** but to perform at **record speeds** as well. He comes in early and stays late to get the job done. Rich never asks for praise, has a genuine concern for the success of Gary Rome Kia and has the respect of all that work for him. He is a great asset to us and I am thankful for all his efforts. "

~David Nathan
General Manager Kia

"My shout out goes to **Geo Vazquez**. Geo has worked for me for many years, he has shown to be a dependable, valuable, and caring employee who will do whatever is needed by whomever without question. He cares about every customer and exhibits every quality in an employee I look for. Thank you, Geo, for nearly 20 years of working together."

~Tim Ferreira
Parts Manager Hyundai

Shout Outs

" I would like to give a shout out to **Alyssa Zollner**, since Alyssa has joined the Gary Rome Kia team she has been a big asset to us. She has not only *quickly* caught on to our deposit policies, she has also learned the service advisor job to help us out with any overflow and even has filled in when one of them were off. No matter what I ask of her from phone calls to customers to filling in on her days off she has always stepped up and helped me out. I am very *thankful* for having her as a part of our team and want to thank her for everything she does, it does not go unnoticed. "

~ Al Fontaine
Service Manager Kia

Happy Anniversary!

Gary Rome Hyundai

Jason Cisek: 8 Years

Mary Lavelli: 3 Years

Toriana Rugani: 1 Year

Mikey Bonilla: 1 Year

Gary Rome Kia

Matthew Wallace: 2 Years

Welcome to the Family!

Erik Laakso- Hyundai Tech

WOW

Congratulations to Gary Rome Hyundai!
We're **#2 in sales** in our NEW district!
Way to go Team!



Community Corner

Reminder you have until **March 30th** to log on to the **Health New England** portal for health club reimbursements... hurry before the snow melts!



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Community Corner

Irma Ortiz left Kia in Enfield with a HUGE smile on her face in her **2014 Kia Soul Plus!** She was so ecstatic to hear about her 8 free oil changes! Welcome to the Family, Irma!



Gladys Lebron drove out of here in the new **2017 Elantra** in this stand out red! She chose this color in memory of her mother who loved the color red. We can't wait to see you again!



#DrivePink

Want to help us reach **\$25,000**? Together we can put an end to breast cancer affecting the lives of our loved ones in our community. Come and pick up your **FREE #DrivePink** plate frame and make any donation through cash, cards, or checks made out to Rays of Hope. For every frame we put on a car we donate \$5 to Rays of Hope!



WMAS Radiothon

On Tuesday March 6th, a team from Gary Rome Hyundai attended the **17th Annual WMAS Radiothon** for Baystate Children's Hospital. This year the radiothon raised **\$245,367!!!** Thank you to everyone involved!



Donation Station

Shoutout to Mike Robare at Gary Rome Kia! Mike presented our Drive Pink campaign to his BNI chapter which prompted them to donate \$750 to Rays of Hope with their givers gain mentality! Thank you Mike and BNI Wilbraham for your generosity!



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Biggest Loser Winner!



Congratulations, Jeff Cintron!!!

Twenty people participated in our competition to see who could lose the most weight from January until now! Jeff won the whole thing! Congrats again, Jeff!

Lunch N Learn with Josh Weiss

Thank you to everyone who joined our "Negotiation and Leadership" Lunch N Learn session! Those who attended had very positive things to say:

THE INTERNATIONAL BESTSELLER

GETTING
TO
YES


NEGOTIATING AGREEMENT
WITHOUT GIVING IN

ROGER FISHER AND WILLIAM URY
AND FOR THE REVISED EDITIONS: BRUCE PATTON
OF THE HARVARD NEGOTIATION PROJECT

"As someone in sales, it's great to learn different strategies that'll improve my communication with customers... I found [the ladder] he spoke about valuable and how we can't assume the person we are interacting with is coming from the same place as us."

Dr. Weiss suggest to read "Getting to Yes" by Roger Fisher and William Ury if you'd like to learn more about effective negotiation!

Upcoming Events

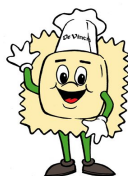
Monday March 12: Drive Pink Rally 



Wednesday March 14: Chicken Noodle Soup Cook Off

Thursday March 15: Red Sox Raffle Picks

Tuesday March 20: Ravioli Cook Off



Tuesday March 27: Brown Bag Bingo

Social Media Presence

Participate in the FUN we have going online!

Have you noticed the our Giveaways on our Facebook pages? **ANYONE** is allowed to participate and win in these giveaways! **Like, Comment, and SHARE** to your friends and help expand our online presence!



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