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## A Look Inside PRO

Our PRO Team recently held sales training and desk training sessions to help dealerships get a competitive advantage and stay ahead of the game. We discussed how to stop the shopper by building value in the process and drove the importance of differentiating one's self from the competition to create a "why buy here" statement. These training sessions are a game-changing asset to our partner dealerships. We are humbled and honored to have the opportunity to help our partners substantially boost their closing percentage while simultaneously increasing their margins in all departments.



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## Market Outlook

Here's the question: What do you get when you report unsold vehicles for factory incentives, sell and fail to remit customer vehicle service contracts, and then while you're at it, don't bother to pay off your floor plan financing?

Well, it depends on who you are...

If you're the dealer, you get 51 months in federal prison, a \$5000 fine, and \$1.7 million in restitution - just ask Andrew Gabler. If you're the finance manager, you get 32 months in federal prison, a \$1,000 fine, and \$1.6 million in restitution. Chad Bednarski can confirm that one.

Are your people properly trained and vetted? Who is responsible for compliance? Do you have the proper remittance systems in place to keep your team on the right side of the fence? **Call us, we'll help you get the right answers.**

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## PRO Action



**A comprehensive training program increased customer satisfaction and finance profitability by about 20%.**

Explore how the PRO Consulting Team leveraged its expertise to help a dealership achieve growth by raising an employee's efficiency.

[Read More](#)

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## What Our Partners are Saying

PRO Consulting LLC was an integral part of my launch into the F&I Auto Industry. Anne Revermann is the reason for my continued success. She was equipped with all the tools necessary to be successful during a time when, unfortunately, most are struggling. She, along with PRO Consulting, is the reason I am thriving in today's unprecedented times!

Thank you so much!

- **Guillermo Vargas**, Willis Toyota

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## Meet a PRO Team Member



My love for cars goes back as far as I can remember. As a child, I always loved watching and helping my dad with his meticulous car habits. When I was not in the garage, I stayed extremely active in sports and Taekwondo. One of my greatest accomplishments was earning my black belt at the age of 12.

After working over a decade in the construction business, I realized my true passion lied within the auto industry. I began working as a sales consultant, earning my way to the sales desk, and eventually serving as the finance director for a large group in Oklahoma.

Throughout my career as a consultant, it has been an absolute honor helping others share the same success I achieved while working in the dealership world. The greatest reward is to personally have a hand in making a positive finance impact with those I interact with. Outside the industry, I enjoy staying active with my love of cycling and triathlon.

- **Michael Walker**, Training & Business Development Specialist

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## Featured Product

Built for commercial jets, loved by car enthusiasts, Cilajet Ceramic exterior paint sealant is environmentally safe, while nearly environment-proof. This premier ceramic coating protects and restores the appearance and condition of new and pre-owned vehicles from nature's elements, retaining \$1000's in a vehicle's potential resale value. It is made in the USA, and packs a warranty that far surpasses the vehicle manufacturer's warranty. Cilajet exterior add-on is a no-brainer for new and preowned car buyers, and service customers. Are you offering it?

[Explore the collection](#)

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## Mix like a PRO

For National Margarita Day, this past Monday, PRO Operations Manager, Kristin, mixed and vetted a twist on the classic for you.

### Blackberry Margarita

2 1/2 oz. blanco tequila  
1 1/2 limes  
1 1/2 oz. blackberry liqueur  
1/2 oz. simple syrup  
Kosher salt  
Ice cubes



1. Rim the glass with salt (optional): Pour a thin layer of salt onto a small plate. Rub a lime wedge around the top edge of the glass, then dip the glass into the salt so that it sticks, tapping all the way around. Fill the glass with ice and set aside.
2. Fill a cocktail shaker with ice. Add tequila, juice of one lime, simple syrup, and liqueur.
3. Cover and shake vigorously for a full 30 seconds.
4. Strain mixture into the glass and garnish with a lime wedge. Enjoy responsibly.

Share a video or picture of your margarita-mixing skills with us on social media for a chance to win lunch, delivered!

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