



I own a Nissan dealership in Joliet Illinois. My dealership has been profitable and has strong fixed operations results; however, we lagged in market share and my CSI numbers were not acceptable to me our Nissan. It became clear that if I didn't make a strong move the future profitability of this dealership and my ability to purchase new dealerships would be in doubt.

In November 2011, I hired Automotive Development Group to assist me with converting this dealership to a negotiation free One Price selling process. Tony Trousov the Director of Training for ADG, helped me step by step orchestrate this major overhaul of my business. After a month of preparation, including marketing strategy, pay plans, sales process training modules and more, Tony and I launched One Price process in December of 2011. After one full year the store's business is up 32% and our CSI on the rise!

The conversion was more complex than I had initially envisioned, but with the help of ADG and Tony we have changed the culture of the dealership and are on a path for long-term sustainable profitability. If you want results and the professionalism that comes from experience I strongly recommend ADG and Tony Trousov. Please feel free to contact me if you have questions or you'd like additional feedback.

James Thomas

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