


To: Whom it may concern:

Don Funk has been the service manager in my Canadian Tire store for 8 years, and 10 years previous to that, under the dealership of Ian Van Norman. During this entire time, Don has consistently driven top quartile results with both sales increases, and profitability. Every year, he has focused on new and substantial challenges to continue to drive better results, and each year he has succeeded. As the economy has weakened, Don has been particularly focused on driving incremental business through the selling of maintenance related services. His unique approach to this up sell proposition combines educating the customer on the merits of the product, along with intense coaching and measurement of the advisors and technicians. In his tenure, Don has developed and mentored a large number of service advisors, who have then gone on to greater management and leadership roles within other Canadian Tire stores.

While he is very tactical, and customer focused on a daily basis, he is truly a strategic thinker and has the vision and understanding to execute all levels of my business. Don deeply understands Canadian Tire and the many nuances between dealer, service manager, corporation, customer, and the service technician. He has the ability do a deep dive into all aspects of the business, realize the opportunities, and create a business plan for change. He is not interested in single aspects, quick wins, and short cuts, but works on extensive analysis and then long term resolution. He clearly understands, personally executes, and can coach customer service, communication skills, selling, leadership, attitude change, and professionalism. More importantly, not only does he coach these skills to your staff and management, he will also provide tools for measurement, follow up, and ultimately, sustainability. He probably has the best oratory and leadership skills of any individual I have ever met, and his passion, and hands on direction will inspire your team.

I have every confidence in saying that Don can make a huge difference in any shop. Whether you need help with the basic of function, structure, and accountabilities, or are currently a top echelon shop and are looking for that last element to get you to exceptional. He has provided my business with a level of dedication and commitment that is unprecedented in my history as an owner. While I was extremely disheartened to lose Don as a leader in my store, I am extremely pleased that he will be sharing his exceptional vision and talents, to improve service centres across our organization.

Sincerely

A handwritten signature in black ink, appearing to read 'Dave Deplaedt', with a stylized, flowing script.

Dave Deplaedt
Dealer Ctas#133