



To whom it may concern,

This letter is to outline the profound impact and results Don Funk has had on our Automotive Service centre. Don entered into our shop as a consultant with a known track record for results. Don was able to focus on key areas and motivate all members of the team into believing they could perform.

Don is known in the Canadian Tire circle as the guru of service centre management. His track record speaks for itself. This, combined with his ability to inject energy into a stale situation, places him high on the list of known leaders in the industry. From equipment representatives to sales tracking firms, they all know Don Funk.

In my personal experience, Don was able to analyze and define key target areas for growth. In three months, we were well on our way to the proposed targets outlined in his analysis. The targets and the results were real. This was not limited to sales, but also attitude and commitment. Once the employees had "bought in", the rest just fell into place.

The most appreciable gains were in the maintenance areas, firmly driven by the new sales approach. The motivational aspect of Don's approach changed our advisors from order takers to order makers. They believe they can sell.

The lasting benefit of Don's visit is proven by our sustained increase in units per work order. It's not just a temporary change, but a change in the culture of the shop. Previous consultants have been able to produce results when present, but it always relapsed to the status quo. Don's methods and motivation have produced long after his visit.

The idea of expectations, balanced with praise and recognition, is a powerful motivator for all members of the team. We all want our staff to achieve more, and they now believe that we are all moving forward together as a team.

Sincerely

Adam Stuart
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