



CANADIAN TIRE ASSOCIATE STORE

J. GRANT WALLACE LIMITED

October 4th, 2010

Re: Don Funk Automotive Consulting

Over the years, Canadian Tire in Brandon Manitoba has grown into a very successful retail operation. We have achieved consistent growth through excellent customer service and our customers have rewarded us by making our store one of the top retail stores in both sales and customer satisfaction in the entire chain. Despite this success on the retail side, our store had a significant opportunity on the service centre area of the business.

But how do you start to make things better? You have to admit to yourself "you don't know what you don't know" someone has to educate you.....enter Don Funk.

Don managed the Saskatoon East store for many years, and delivered consistently excellent results. When we learned that Don was offering a consulting service, we were very eager to have him look at our operation. You cannot be sure where you are going if you aren't sure where you have been. Don began by assessing our Service Centre as it was, by reviewing previous work orders. The remarkable thing about our store is that we had enough vehicles coming into our service centre, but we weren't doing enough to educate our customers on the work that their vehicles required. We were order takers. Without question, Don discovered the opportunity was there for us to achieve more and he taught us how to do so.

But vehicles do not fix themselves. It is the technicians and service advisors that work with the customers to inform them of their service requirements in an educational and collaborative way. Don Funk worked with both groups and provided specific one on one training and examples of how to interact with customers. In addition, Don reviewed our service centre labour codes and suggested changes to enhance the task of selling required services to our customers. Don did so in a respectful manner that made the buy-in of the service staff very easy.

From Don's comprehensive audit report, to specific training, to over 300 pages of service related materials on education, our staff were provided with the necessary tools to properly look after our customers. Don gave us the road map to success; it is up to our staff to follow Don's map to financial success.

Sounds great, but what about results? They have been nothing short of remarkable. In the first month after Don visited our store, our average sale per work order has increased by 20%. This number is up because we are doing a better job of providing the service and education that our customers require. True labour sales in the same period are up 14%--very solid growth in a business that seldom sees swings above single digits.

Don Funk is passionate about the service business. This passion is infectious, and is an integral part of the service centre training. We recommend Don's services without reservation to any service centre team that is looking to provide the 'next step' in customer service. If it isn't told, it isn't sold. Though it sounds simple, there is a lot of work, systems, and processes behind the scenes, but it works! The best word to describe his time with us here is "fabulous"

Sincerely,

Stuart Cruse

General Manager

Canadian Tire

286 Brandon, Mb