

ASSIST  WIN



TAG SALES SCHOOL

DERRICK BUTTS

**DEALERSHIPS DON'T HAVE A
TALENT PROBLEM.**

**WE HAVE A MAJOR
DEVELOPMENT OPPORTUNITY.**

**THE SALES SCHOOL IS HOW YOUR
STORE HIRES, TRAINS, LEADS, AND
SHOWS UP - CONSISTENTLY,
CONFIDENTLY, AND AT SCALE.**

THE CORE PROBLEM

EXPECTATION WITHOUT DEVELOPMENT CREATES FRUSTRATION.

- **INCONSISTENT AND INEFFECTIVE TRAINING**
- **REACTIVE LEADERSHIP PROMOTION**
- **THE DECLINE IN RETENTION (THE COST OF TURNOVER)**
- **PERFORMANCE TIED TO PERSONALITY, NOT PROCESS**

OUR 3 PILLARS OF PERFORMANCE

HIRE AND ONBOARD

TRAIN AND DEVELOP

EXPAND THE BRAND

THE CORE SOLUTION

A PLAN EXECUTED OVER TIME TURNS INTO A CULTURE EVERYONE CAN EXPECT AND RESPECT

- **ONGOING HIRING (SELECTIVE NOT REACTIVE)**
- **CONSISTENT TRAINING (CAREER PATH VS JOB SEEKER)**
- **DEVELOP ALL LEVELS (HEALTHY SUSTAINABLE GROWTH)**
- **INCREASE OF SALES AND GROSS PROFIT (LONGEVITY CREATES TRUST, REFERRALS, AND REPEAT BUSINESS)**

3 LEVEL TRAINING MODEL

RIGHT NOW

DAILY AND ONGOING

NEXT UP

FUTURE LEADERS PREPARED

G.R.O.W.

SALES LEADERS ARE NOT EXEMPT

RIGHT NOW

DAILY TRAINING FOR ALL VARIABLE ASSOCIATES.

SHORT

FOCUSED

**RETENTION
DRIVEN**

**PRACTICAL
APPLICATION**

NEXT UP

PREPARING FUTURE LEADERS BEFORE PROMOTION.

**CAREER CULTURE
ESTABLISHED EARLY**

**INTERNAL
PROMOTIONS FOSTER
HEALTH AND LOYALTY**

**REDUCED HIRING
PRESSURE**

**BENCH STRENGTH
BUILT EARLY**

G.R.O.W.

ADVANCED DEVELOPMENT FOR SALES LEADERS AND FINANCE

GOALS

RESULTS

OWNERSHIP

WINTALITY

TRAINING METHODS

Low disruption. High impact

**PRIVATE
TRAINING
PORTAL**

**QUARTELY
IN PERSON
BOOTCAMPS**

**MONTHLY
ONSITE
TRAINING**

**LIVE + REPLAY
MICRO-
SESSIONS**

WHAT A WEEK LOOKS LIKE?

**CUSTOMIZED BASED ON YOUR STORE'S
DESIRE AND NEEDS.
IN PERSON AND VIRTUAL OPTIONS AVAILABLE**

ONBOARDING EXCELLENCE

THE TAG CORE VALUES

THE STORE HISTORY

DAY 1-30
TASK AND EXPECTATION

GROUP & MANUFACTURER
TRAINING REQUIREMENTS

ATTEND STARTING POINT
BASIC MASTERY

SALES MASTERY

FROM BASICS TO PROFICIENT

SOCIAL STORYSELLING

CRM EXECUTION

EMOTIONAL MATURITY

CAREER TRAINING

OBJECTION HANDLING

GOALS RESULTS OWNERSHIP WINTALITY

G.R.O.W. LEADERS

SALES LEADERS DEVELOPMENT

CULTURE CREATORS
ESI PRODUCES CSI

HOW TO'S:
1:1
SALES MEETING
ACCOUNTABILITY
MGMT

MASTER THE METRICS
THAT MATTER (KPI'S)

DEPARTMENT VISION
360
90
30

**WE HAVE A
PLAN AND A
PLAYBOOK TO
GROW PEOPLE**

ONLINE SUPPORT

PRIVATE PORTAL

**WEEKLY VIDEO
CONTENT ADDED**

**SCHEDULED ZOOM
TRAINING BETWEEN
LIVE SESSIONS**

THE SALES COMMUNITY

CONTROLLED ENVIRONMENT
VISIBILITY FOR ALL
MAJOR ANNOUNCEMENTS
MINDSET/QUOTES
DAILY SALES

THE SALES CLASSROOM



ONBOARDING

ONBOARDING START HERE

0%



**FIRST TO 40
SALES
CHALLENGE**

FIRST TO 40 SALES CHALLENGE

0%



TEAM

TEAM

The Starting point for a new representative

0%



STARTER

STARTER



ALL STAR

ALL STAR



**OVERCOMING
OBJECTIONS**

OVERCOMING OBJECTIONS

THE SALES CALENDAR

Gilchrist Automotive School Search

Community Classroom **Calendar** Members Map Leaderboards About

Today < **January 2026** > 1:55pm Chicago time

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27 9am - Social Medi...	28	29	30	31	1

**CLASSES AND ZOOM LINKS WILL BE ADDED
ONE CLICK SIGN IN
ACCESS TO ALL ADDITIONAL CLASSES**

THE OUTCOME

HIGHER RETENTION

A REPEATABLE PROCESS

STRONGER LEADERS

CONSISTENT PERFORMANCE



THE + NUMBERS

You stop rebuilding teams every quarter and start compounding performance. This is not training. This is a people asset system.

SALES PERFORMANCE
ROI

6-15%

LIFT PER SALES REP

- Faster ramp time for new hires
- Fewer dropped opportunities
- Improved process consistency
- Less reliance on “one top rep”

6–15 additional units monthly without adding headcount

GROSS PROFIT
IMPACT

5-12%

PER SALES REP

- Better objection handling
- Cleaner first pencil presentations
- Stronger process discipline
- Reduced discounting under pressure

Even a modest gross lift compounds over 12 months.

TURNOVER
REDUCTION

15-30%

WHY THIS MATTERS

- Avg cost per sales hire: \$10K–\$30K
- Fewer resets
- Stronger internal promotions

Saving 3–5 exits per year can protect \$30K–\$150K annually per store.

RAMP TIME
ACCELERATION

5-12%

PER SALES REP

- Better objection handling
- Cleaner first pencil presentations
- Stronger process discipline
- Reduced discounting under pressure

Even a modest gross lift compounds over 12 months.

CSI

+4-+10

DRIVERS

- Consistent sales experience
- Better handoffs
- Improved communication
- Reduced customer friction

Higher CSI protects OEM incentives and brand reputation.

ESI

+10-25%

WHY

- Clear growth path
- Leadership development
- Reduced burnout
- Career-focused culture

Happy employees stay longer and sell better.

LEADERSHIP STABILITY
ROI

+10-25%

HOW

- NEXT UP pipeline
- G.R.O.W. leadership training
- Preparation before promotion

Less external hiring risk. Stronger cultural alignment.

EXECUTIVE SUMMARY

Conservative Annual ROI Projection Per Store:

- Sales and Revenue Growth: 6%–15%
- Cost Savings: \$30K–\$150K
- ESI Produces CSI Consistency
- Leadership Risk Reduction: Significant

This system pays for itself by protecting what dealerships lose the most:

People, Performance and Momentum for Profitable Market Share

INITIAL INVESTMENT

Pricing Breakdown:

- HIRING AND ONBOARDING -
- TRAINING AND DEVELOPMENT -
- EXPAND THE BRAND -



Pricing Begins at \$2000 per rooftop
Complete Package at \$4000 per rooftop
(Pricing Breaks For Multiple Rooftops & Annual Commitments)