

AUTOMOTIVE INDUSTRY

ESP®

The Sewell Automotive Group

Problem

Since 1911 Carl Sewell has instilled the value of customer service into every employee at **The Sewell Automotive Group** — **Texas**. From the service advisors, mechanics and sales associates, to the cashiers, finance representatives and management team, Sewell is, “obsessed with service” and they strive to be the epitome of excellence. To that end, the administration recognized room for improvement in the social skills and presentation of all departments. Their adage of “under promise – over deliver” needed to be maintained and reinforced.



Solution

An organization of this caliber never settles for mediocrity. It was time to re-polish their capable staff and call them to the standard of excellence Sewell believes they are capable of achieving. ESP® designed a customized program to establish the gold standard of professional conduct, image and customer service. Through interactive discussions and activities, representatives learned to actualize the trust of clients. In doing so, they create such rapport that customers not only consistently return, but refer others to Sewell. Through ESP®, the diverse team of colleagues were able to recognize the importance of courtesy and respect in the overall experience of their clients.

Executive Social Presentation
The Business of Courtesy

Results

Sewell Automotive employees are equipped with the confidence and credibility to promote the image of their brand and build rapport with their customers. They have ascertained the value of a thriving network and how to leverage their resources to their full potential. Through the ESP® training, the Sewell administration has experienced a noticeable change in the conduct of their team; whereby sales are improving in tandem with internal morale. It has become evidently clear that how they act is not only a reflection of their character; it's a demonstration of their education.

Quotes

“I can't believe how well you know our business!” -Participant

“We have been in business for 100 years, and in just a few weeks ESP® has completely “Sewellized” their program to meet our needs. Outstanding!”

- Administrative Organizer

ESP® Executive Social Presentation
a division of JDW Social Education Programs™
1776 S. Jackson St. Suite 1120
Denver, CO 80210
O . 303-757-5333 . F. 303-757-5334
www.iesp.org