



**Dr. John D. Mlinarcik,
PhD, CEO**

Featured 10 times NADA, RVDA, AAISP keynote

Dr. John Mlinarcik has logged over 100,000 hours managing employee, customer and manager resistance as both a clinical psychologist and business entrepreneur. He has led over 600 strategic and tactical evaluation and execution sessions that have positively impacted a company's bottom line. He was Senior Director at Reynolds & Reynolds, Chief Operations Officer for The Nickelsen Group, VP of Professional Services at R.L. Polk, and Chief Strategy Officer for Call Source. He has coached hundreds of companies, organizations and associations at local, state and national levels.

PREVIOUS NADA PRESENTATIONS

- How to Create Winning Relationships with Virtually Every Kind of Customer
- Preparing Your Business & Your Employees for the Future
- How to Communicate with Every Customer
- Top 10 Secrets Used by Your Competitors for Selecting & Recruiting Employees
- Management by the Horse and Not the Cart
- Top Ten Secrets to Find, Serve & Keep Your Customers—From Dealers Who Understand What CRM Really Means

drJohn @ NADA 2008 in San Francisco

***“The Seven Sequential Skills for
Setting Appointments over the Phone”***

Sunday Feb. 10th 3:30 pm Rm. 3003 W. Moscone

Monday Feb. 11th 10:30 am Rm. 3003 W. Moscone

Tuesday Feb. 12th 11:00 am Rm. 270 & 272 Mezz

WELCOME TO PCS-GLOBAL

Founded in 1977 as a clinical and consulting firm, PCS-Global has been serving and leading auto dealerships *just like yours* into increased sales, customer retention & greater employee satisfaction.



Our experienced consulting and training team offers auto dealerships a full range of activities for business and personal development that result in:

- 4 to 6 fold increase in Calls/Leads to Appointments
- 3 to 5 fold increase in Appointments to Shows
- 2 to 4 fold increase in Shows to Sales

How does our copyrighted process work?

By leading you and your sales consultants through proven, systematic training that will dynamically match your needs at any given time. Our core philosophy is simple:

Find, Serve and Keep Your Customers by
Finding, Serving and Keeping Your Employees.

We specialize in TAKING the LEAD . . .

For the dealership (RLM & S.A.D.)

With the dealership (CallCapture & WTAC)

Until the dealership can (CallCoach)

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Leads Management

We do for you

We do with you

We do until you can

Featured Product Lines

- BDC/RMC Installation
- CallCapture
- CallCoach
- CallReview
- Confidential Consultations
- CRM Evaluations & Integration
- Marketing Coach
- Personality & Behavioral Profiling
- Recruiting
- Remote Leads Management
- Save-A-Deal

NADA 2008

**Booth #8401 South
with**





“we do until you can”

The **CallCoach**® program is a performance management solution provided by automotive industry experts.

With CallCoach, you can perfect your team’s response to every phone call and convert more prospects to showroom visitors.

Starting with a review of your recorded customer calls, CallCoach identifies weak sales techniques and lost sales opportunities. This evaluation reinforces who your sales stars are while identifying for you who needs more coaching and training - and in what areas.

CallCoach® will help ensure:

- Your calls are answered professionally
- Prospects are properly qualified and invited to the dealership
- Your phone script effectively converts callers to the showroom
- Your preferred phone script or Roadmap is followed, measured, tracked and trended
- A solid success rate of customer recovery
- Managers receive bi-weekly Phone Sales Performance reports combined with teleconference Coaching

Summary Salesperson Report								
Name	Excellent	Above Average	Average	Below Average	Poor	Off-lined	Average Score*	Total
Sam	9	0	0	0	0	0	3.95	9
Tony	0	0	1	1	0	0	2.03	2
No Name	0	0	0	1	0	0	1.54	1
Total	9	0	1	2	0	0	2.51	12

CALLCOACH® is guaranteed to increase appointments and sales over time!



“we do with you”

CallCapture® allows you to record inbound sales and service calls at the lowest industry rates. These tools provide dealerships with toll free numbers to place in various advertising sources to evaluate their advertising effectiveness. Plus, when customers phone your store their calls are recorded and saved to a website.

- **CallCapture’s** web-based system allows you to access your sales and/or service calls from anywhere in the world
- Every lead is captured and numerous automated reports generated
- Each call and call handler can be evaluated based upon customizable criteria
- Reinforce or modify behaviors by individual, department, business unit or enterprise

With the easy-to-use online call reporting tools of CallCapture® - your organization will be able to:

- Analyze call traffic to identify your most productive advertising campaigns and ad sources
- Increase dealership traffic; reduce cost per lead
- Save voicemails and log unanswered calls so every prospect can be called back
- Capture callers’ names and addresses for future mail promotions
- Record customer calls for quality assurance and training improvement
- Integrate with **CallCoach**® to have your sales and/or service calls monitored, coached and reported.
- Integrate with Save-A-Deal® (S.A.D.) – where qualified appointments are set for your dealership from your lost phone leads

The **CallCapture**® product is offered at wholesale prices compared to most other providers. It requires no long-term contract and includes on-going complimentary **CallCoach**® Snapshots



“we do for you”

Introducing Remote Leads Management (RLM) or your Virtual BDC, (Business Development Center) exclusively from PCS-Global the industry leader in Training and Coaching your phone handlers to better performance, increased appointments and greater sales.

PCS-Global’s RLM Center will cover your phone-ups and/or internet leads virtually up to:
15 hours / day ♦ 90 hours / week ♦ 360 days / year
 based upon your schedule and needs.

Industry statistics show that the average dealership sets between 7% and 15% appointments to calls. Our RLM averages 4, 5 and 6 times that — with show and sales ratios nearing 60%. This can translate to thousands of dollars month after month.

Dealership Advantages

- Appointments 3 to 5 times above national average
- All activities are documented
- Comprehensive & Progressive Follow-up
 12 days for phone leads~120 days for internet leads
- No hiring hassles
- No benefits costs
- No training costs
- No ramp-up
- No management costs
- No lost leads
- No time-off (sick, personal, or holiday)
- No vacation (paid or unpaid)
- No sick leave
- Increased Sales
- Guaranteed results