



Consulting, Inc.

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Consulting, Inc.

Producing

IMMEDIATE RESULTS

**UPCOMING
SEMINARS
THE BEST IN
THE INDUSTRY**

page 5

**Exclusive Territories
Available In YOUR Area!**
Only with CarCredit411 – page 18

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INSIDE



Welcome



Helmi Fefel, CEO

Thank you for investing the time to discover how HF Consulting can help your dealership produce immediate profit building results. Our company offers turnkey solutions with a tradition of excellence including reversing distressed operations, boosting market place visibility, organizing dealership operations and generating bottom-line profits.

Because HF Consulting delivers proven systems, not theory, results are guaranteed when action is taken. Whether it's a dynamic, content-rich workshop or a six month hands-on partnership, you are only one call away from achieving ultimate success.

Helmi Fefel

Isn't it time to make your mark?



HF Consulting Inc.

Credible, committed, dynamic and involved ... These are the words you'll hear echoing the walls at a Helmi Fefel training session. Dealers and managers who invest their time and money to grow their business demand the voice of experience with a track record of success.

"Helmi Fefel is an inspiration. His attitude and energy makes me think bigger and better, he makes me want to be a better person.

When it comes to the Sales Process, he has the right process that works. He is proving it over and over again."

*-Charles Rashid, Dealer, Logan
Chrysler Jeep Dodge Suzuki*



WHAT
ARE
YOU
WAITING
FOR
?

Finally...Everything Connects!

888.621.7820

Who is Helmi Fefel?

A Man Committed To Your Success



Helmi Fefel started his career in the automotive industry as an inspired and highly motivated salesperson. Through hard work and discipline, he worked his way up through every position. In the early 90's, Helmi earned the opportunity to create a new Special Finance Department at *Keffer Pontiac*. He quickly built the Number One Special Finance Department in the USA - averaging 3,000 vehicles for 3 years straight.

As a former dealer himself, Helmi understands the car business inside and out. His cutting edge strategies and ability to build winning teams, earned him Number One ranking at each of the three manufacturers (Mazda, Daewoo and Suzuki) he represented in five different markets. When it comes to Business Development Centers (BDCs), Helmi helped pioneer the concept, developing a fail-proof, turnkey system that literally guaranteed explosive increases in unit sales and profitability.

As Helmi took one dealership after another to success, he realized that effective Special Finance training was lacking in our industry; and the reason was not the absence of ideas. Instead, it was the absence of a proven system that had been tested, tracked and duplicated. It was the need for a complete, turnkey solution that dealers could rely upon. At that moment, Helmi spent the next several years documenting and creating the ultimate system that could be duplicated and adapted to any dealership.

Now, as the President and CEO of *HF Consulting*, Helmi is on a mission to change the Special Finance Industry. He is committed to saving dealers time and money by sharing the same strategies that took his dealerships to success in every market.

If you're ready to invest in the right solution to explode your bottom line profits, it's time to partner with the only Special Finance trainer that has been a marketing and sales executive, automotive dealer and mentor for successful dealerships of all sizes and brands for over 18 years.

Finally

A COMPANY THAT PROVIDES
THE PERFECT TURNKEY *Solution*.



**HF CONSULTING BRILLIANTLY SYNERGIZES
ALL SEGMENTS OF YOUR DEALERSHIP.**



Consulting, Inc.



The Best

WORKSHOPS AVAILABLE IN THE COUNTRY



Jamin Glenn, Gus Haidar, Alex Cooke, Brody Taylor, Darrell St. Romain and Helmi Felfel

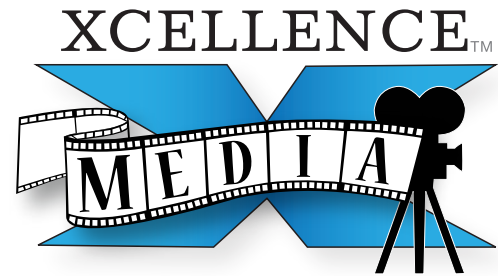
Our team of industry experts were hand selected based on their individual records of measurable success in the automotive industry. Successful dealers, like *Wheel City Auto & Stevenson Automotive Group*, have cleared their schedules and shut their doors to gather the knowledge our consultants deliver.

Your salespeople and managers would spend 20+ years learning what our team has already tested, tracked and implemented to make their individual dealership's amazingly profitable.

OUR TEAM

4 Seminars

WANT TO GENERATE MORE **QUALITY** CALLS?
Read This... 



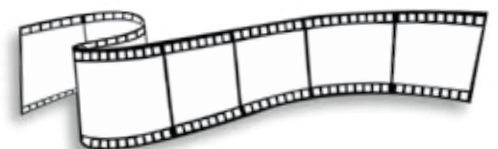
Welcome to Xcellence Media!

The goals are simple:

- Create a consistent flow of high quality appointments that show and buy.
- Maximize the Return on Investment for every advertising dollar spent.

Until now, the process has been expensive, disorganized and inefficient. Dealers have hired different media service providers and tried in vain to make all of the pieces fit together.

In response to overwhelming dealer demand, we have put together the ultimate turnkey media solution. Choose just the piece you are missing or GO BIG and sign up for the entire package and watch your dealership soar to a new level of success!



Our Full-Service Xcellence Media Options Include:

• **Media Planning:** We research which demographics to target and determine the right creative services that will best suit your goals. Market research is the essential element of creating a plan that will maximize your Return on Investment and generate the right prospects.

• **Creative Services:** Based on your unique plan, our production and design teams will create brilliantly effective campaigns for every medium - Direct Mail, Newspaper, Billboard, Website Development, TV, Radio, etc. There is no need for additional outsourcing.

• **Media Placement:** To save you money, we tap into our nationwide and local relationships to negotiate and buy you discounted media placement - maximizing every dollar spent.

• **Media Tracking:** Our unique tracking system merges response with media. Proprietary systems track your specific results to determine the exact ROI on every campaign. If it's not working, we cut it.

• **Call Center:** There is no need to recreate the wheel. Our Remote BDC is professionally staffed and trained to convert your incoming calls into appointments that show. Every call is tracked and accounted for so you know which campaigns are generating the most response and results.

Finally...Everything Connects. The master of creating traffic is now 100% engaged for you. Call us today and learn how we can generate more appointments that buy for less money than you currently spend.

Full Service = Maximum Results

- Dealer Consulting with Helmi Felfel
- Profit Driven Workshops
- In-House Consulting
- Full Media Services
 - Targeted Infomercials
 - Radio Spots, Billboards and Direct Mail
 - Internet Lead Generation
- Business Development Centers
 - In-House BDC Installations
 - Remote BDC Partnership

More Than Just A Special Finance Seminar

Gain An Unfair Advantage In Special Finance

Who: Special Finance Mgrs. (also Dealers, GMs and Sales Managers)
Where: HF Consulting Center, Fort Mill, SC
How To:

WANT
TO EARN
\$4,200/
COPY?

Read This...



- Become a Special Finance Master Guru
- Create Average Gross of \$3,500 - \$4,000 a Copy
- Expertly Evaluate Every Credit Application
- Submit Brilliant Deals That Get Bought Today
- Run Low and Perfect Contracts in Transit
- Master the Secrets of Every Lender Program
- Get the Entire Dealership Working Toward Your Goal
- Gain More Prospects For Less Money
- Help Establish an Inventory That Sells
- Safeguard Your Dealership Against Unnecessary Risk



Train the Trainer - Sales Edition

Become The Ultimate Player's Coach - Develop A Bullet-Proof Special Forces Team

Who: Dealers, GMs, GSMs and Sales Managers
(also Internal Trainers and Team Leaders)

Where: HF Consulting Center, Fort Mill, SC

How To:

- Implement The "No Fail" Sales Process For Permanent Consistency
- Create Systems That Your Entire Team Embraces
- Hold Effective and Interesting Training Meetings
- Track Activities and Results The Easy Way
- Conduct Daily One-on-Ones For Daily Success
- Provide "On The Job" Training That Sticks
- Eliminate Huddles and Maintain Positive Energy
- Recruit and Hire A Special Forces Team of Closers
- Create an Xcellence Pay Plan That Pays Off
- Develop Your People Into Entrepreneurs

Train the Trainer - BDC Edition

Discover Exponential Growth That Will Change The Way You Do Business Forever

Who: BDC Managers and Sales Managers
(also Dealers, GMs, GSMs and Talented BDRs)

Where: HF Consulting Center, Fort Mill, SC

How To:

- Create A Complete, Turnkey Business Development System
- Master The Complete Set of BDC Call Guides
- Master Your Sold and Unsold Follow Up Processes
- Become A High Impact Communicator
- Master Non-Confrontational "No Fail" Selling
- Utilize Rapport Technology
- Build A "Bullet-Proof" Training Team
- Morph A Manager Into A Dynamic Trainer
- Implement Change At The Highest Level
- Turn BDRs and Salespeople Into Sponges For Learning New Skills

What Does The Exclusive Membership Include?

- Exclusive Market Rights to the CarCredit411 Program - Get Your Unfair Share!
- National Quality 30 Minute Infomercial
- 30 and 60 Second TV Spots
- 3 Radio Spots: Urban, Country, Pop
- Turnkey Print Media Kit
 - Billboard, Simple Ad in Local Paper & Auto Circular (Auto Mart and/or Auto Trader), Email Template for Direct Email to Database
- Special Finance and BDC Process Integration Consultation
- Access To Top Automotive Advertising Agency Services
- Access To Future Advertising Production
- Search Engine Maximization To Produce More Leads
- CRM Integration



Media Campaign 1



CarCredit411, Fast Track Financing & CreditConstructors

Media Campaign 2



Right For You, Yes You Can Drive, Yes You Can Drive 2 & Whatever It Takes

Plus More To Come!

We generate "hot" leads available only with our exclusive CarCredit411 marketing campaign. Protect your brand! These infomercials are not dealer specific, and they have nothing to do with brand, model or age of vehicle.

CarCredit411 pulls in leads that you have never seen before. 100% of the leads that our Media Campaign attracts are customers who are in the market to purchase a car today. You can capitalize on sub-prime without hurting any of the prime.

"...Simply and absolutely more than I ever imagined" - Michael Smith, *Legend Suzuki*



Generate LEADS EXCLUSIVE TO

CarCredit411.com is the *New Frontier in Lead Generation!* Through our cutting-edge process we provide dealerships all over the country with *The Ultimate Media Kit* in the automotive industry. It is both the most effective form of advertising and the most profitable way to bring customers right into your dealership.

Once you sign up with CarCredit411, you become an Exclusive, Platinum Dealer Member and will be entitled to our Library of Infomercials that will give you the ultimate key to effective advertising!

Contact CarCredit411.com NOW to see if your area is available!

WANT
YOUR
UNFAIR
SHARE OF
LEADS?

Read This...

Hot YOUR AREA

"Now, I have a 10 times better chance of *excelling & conquering in this market...* I owe it to you guys" - Josh McMullen, *Holmes Motors*



Sales Training Workshop

Develop The Team That Will Take Your Dealership To Number One

Who: Salespeople, Sales Managers, GSMs, GMs and Dealers
Where: HF Consulting Center, Fort Mill, SC
How To:

- Master The 12 Step "No Fail" Sales Process
- Discover and Play to Your Strengths in Sales
- Develop The Selling Skills of a Surgeon
- Stay Completely Organized in The Midst of Chaos
- Defer Price, Payment, Trade and Rate Questions
- Overcome Objections and Close More Sales
- Set Up The Sale for Maximum Gross
- Work With The Easiest Customers To Close
- Become an Appointment Setting Ninja
- Obtain and Maintain Permanent Motivation

WANT A
50-300%
INCREASE?

Read This...



XCELLENT

opportunities



“Since hiring HF Consulting and Turnkey to Xcellence just two months ago, traffic is through the roof and we’re seeing great results!” - *Ted Britt Suzuki*, Fairfax, VA

Joe Wheeler from *Ted Britt Suzuki* says they are now experiencing a 60 cars/month average. Before signing on with Xcellence, they were averaging 15 cars/month. That’s 400% growth!

Isn't it time to see your name on this page?



s Xcellence, LLC

No matter who you choose, make sure they understand your need to customize their system to fit your unique processes. Remember, you are not looking for a cookie-cutter solution, you are looking for a partner who understands your goals, wants to help you eliminate redundancy and realizes that the key to success lies with the people, not the system.

Most importantly, make sure the partnership does not end at implementation. You must find a long term partner, committed to your success, available to provide ongoing support and continually developing innovative improvements that will keep your dealership stay miles ahead of the competition.

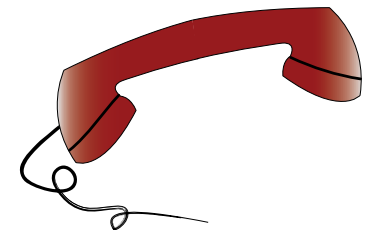
Also remember that the key to any new process is getting people to want the change. When the student is ready, the teacher will appear. Look for ways to bridge the process of change by getting some of your key personnel behind you. Like any quality sale, show them how your new system will save them time, lessen frustration and increase income. This will assist you in maximizing the successful implementation of your CRM System.

- Ken Kingstad



For more information about Ken, please contact Helmi at 888.621.7820

Achieve success
NOW!





Is this an overnight process? Of course not. Remember, the speed of the coach is the speed of the team. The one constant in all of our retail CRM systems is the ongoing training and conditioning vital to each dealership's growth and success.

In our dealerships, we expect each salesperson to sell between 15 and 20 units per month. Without ongoing daily coaching and mentoring, our standard would be ridiculous. Nevertheless, many retailers continue to implement new system after new system, thinking the system, not the salespeople will change the result. It's time to wake up.

No matter what CRM System is selected, we must empower one or more persons with the responsibility of training our people, improving our CRM process and holding every team member accountable for accurate data entry and adherence to our processes.

Empowering our people is key. In order to help each salesperson realize their true potential, we must provide them the hard skills, coaching and accountability to succeed. What's in it for us? Just more business, lower turnover and reduced cost of sales. Not a bad trade off.

4. Ongoing Support. Once we understand the requirements of an effective CRM System, the last question is where to find the expertise necessary to get this process started. There are many companies that offer some form of Customer Development Process.
>>>



Most automotive dealerships are already using websites, running expensive commercials, and buying recycled leads. Most of the time, these dealerships already have a CRM, BDC or sales staff answering the calls and working these leads.

The Problem? Most dealerships are not successfully attracting quality leads and most importantly, converting those leads into appointments that show **and buy**.

The Solution? Turnkey to Xcellence offers proven solutions that *guarantee results*.

The telephone is ringing...

We've got the answer!

REMOTE BDCs

Would you like to have someone else do ALL the work? Our remote BDC in Fort Mill, SC provides our valued clients with a constant stream of confirmed appointments ready to close! Imagine having a perfectly blended department with none of the work!

- We help you generate high quality leads
- We answer ALL of your incoming sales calls
- Your customers feel they are talking to your dealership
- Our highly trained team produces 20 - 30% show to call ratio
- We provide detailed tracking reports tied into your DMS system
- We work with your team to provide seamless call to sale continuity
- Your investment is directly tied to the results we achieve

Imagine

ALL OF THE BENEFITS
without THE HEADACHE!



How do we determine what percentage of leads we are capturing from each source? What system do we use to follow each lead through our sold and unsold follow up process? Are all of our leads being recorded correctly?

When it comes to our incoming calls, who answers each call and what was the result of that call? And of course, what is our net delivery ratio on these calls? According to The Nielson Company, the average answer is a surprising 2 to 3 percent – which is absolutely unacceptable. We set a minimum standard of 10 percent and work with our dealers to improve from there. As dealers, we must take the responsibility of creating systems and routines designed to help our salespeople succeed.

3. Reporting, Training and Conditioning. Measuring your activities, results and periodic growth is an important function of any CRM System. The program must have the ability to generate accurate reports that provide easy to interrupt data necessary to guide our dealership to new levels of success each and every quarter.

The key is not the reports themselves, but rather our ability to analyze our strengths and weaknesses within the numbers to determine our next best step. It is this information which allows us to provide our team with targeted, ongoing training and conditioning. >>>

LOOKING
TO *SAVE*
MORE
MONEY?

Read This...



Do we need a Customer Relationship Management (CRM) System?

This is one of the most frequently discussed questions in the dealership environment today.

The answer varies from store to store based on each dealership's current method of staying in touch with their sold and unsold customers. But, as a general reply, I typically say – *absolutely!*

Most dealerships do need a CRM System. As the automotive industry continues to unfold and change, dealers must continually look for innovative strategies that will help ensure both their short and long term bottom line.

Despite what you may have heard, there is no cookie-cutter CRM program you can plug into any dealership and presto – achieve 20% growth in the next 30 days. The companies that boast these numbers typically fall short and give dealers false expectations, breeding failure instead of success.

As a retailer, trainer and consultant that has implemented no less than 150 successful CRM systems, the keys to sustained success are as follows:

1. Customization. Every dealership is different and no two CRM Systems are alike. The CRM process must be customized to seamlessly dovetail into the dealership's existing processes. In this way, redundancy is minimized (or eliminated) and a consistent series of small changes will soon compound into massive growth. Rome was not built in a day and neither will a successful CRM System.

2. Creating Systems or Routines. This is step one. You must ask yourself - what systems or routines do we currently have in place that are designed to maximize our advertising dollars?

BDC CONSULTATION

Already have a Business Development Center in your dealership?

Whether it's a BDC manned by a separate team of representatives or a phone room for your salespeople, we can help. Our BDC Experts will show you how to maximize the effectiveness of your current system.

What do you really need? A system. It's a fact that three out of four BDCs will fail in the first 75 days. The reason is not concept, but rather execution. Dealers need to stop worrying about a beautiful center, and focus rather on creating a business development system that effectively handles incoming leads and follow up tasks.

- Generate More High Quality Leads
- Improve Processes and Procedures
- Hire The Right Types of People
- Implement Daily Training
- Optimize The Use of Your CRM and Much More!

BDC INSTALLATION

Are you ready to install a Business Development System? Maybe you've tried in the past or maybe you count on your salespeople to handle incoming calls between ups. We can show you how to do it perfectly from this day forward.

- Developing a Budget and a Plan
- Placing Correct Advertising To Generate High Quality Leads
- Hiring The Right People and Providing Complete Structure
- Dealership Integration To Provide Seamless Call To Sale Continuity and Much More!



#1 With 3
Manufacturers
In 5 Different
Markets!



Finally, A
Sales Process
That Works!



Learn How To
Set **100** Daily
Appointments



Learn The Training
That *Really* Works!

HELMI FELFEL
DARRELL ST. ROMAIN
KEN KINGSTAD
DOUG CHRISTIANSEN
AND MANY OTHER GREAT
INDUSTRY LEADERS

Auto Success UNLOADED

- Exceed **Every** Goal You Ever Set
- Eliminate **Unnecessary** Turnover
- **Triple** Your Net Profit In Less Than A Year
- Achieve **35-40%** Net to Gross *Everytime!*
- The Top CPA In The Country Will Teach You How To Make Money & Save It
- The **Most Productive** Seminar Yet....OR



Consulting, Inc.

JANUARY. 21 -25. 2008

**MONEY BACK
GUARANTEED**