



Case Study: Dealership

Multinational Fortune 500 organization

CHALLENGE

Decreased performance, profitability stress, and inconsistent customer service were creating havoc.

SOLUTION

Utilize the Trust Edge Inspire-Clarify-Equip (ICE) Process to...

INSPIRE a shift of thinking and give a common language.

- COO engaged David Horsager for regional annual meetings to inspire thinking bigger about increasing consistency
- Keynoted meeting for corporate leadership to generate buy-in and discuss roll out of deeper Trust Edge impact

CLARIFY and benchmark performance improvement.

- Performed Trust Edge audit of organization and designed a transformative solution
- Provided Trust Edge 360™ Assessments on all managers and leaders with coaching and training

EQUIP with actionable tools.

- Sent all General Managers and location managers through Trust Edge Leadership Coaching
- Implemented expedited Trust Edge Performance Coaching for high-potential leaders
- Consulted with Senior Leadership team
- Enrolled top producers in Trust Edge Online Course

RESULTS

Measurable results included:

- ★ Became one of the top three dealership groups
- ★ \$4.2 million in revenue in 90 days from one top producer
- ★ Sold more new equipment than prior year
- ★ Increased market share by 10%
- ★ Delivered more to bottom line

David's work is not just about strengthening our business. It's really about establishing the right foundation and fundamentals."

—COO