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Same Store Sales Increase of 8% In Michigan?

From: Dave Zoldowski
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Auto One has four company owned glass and accessory stores and 11 franchise locations, 13 of which are in Michigan.

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By the fall of 2007, the wheels were coming off the economy in Michigan. The daily news consisted of little more than stories of company closings and the mess that was growing with the big three auto makers. I'll admit that we were really concerned about the future. According to the media, we were doomed, and 2008 was shaping up to be a disaster.

That's when Ron Overbeck, my business partner, and I decided to work with a company called Molloy Business Development Group. Dan Molloy, the founder and CEO, had developed with his team, an interesting program they call The Language Of Commitment™. The purpose of the program is to "transform" the company and, in the process, improve the competence of our entire sales team and, in the process, improve our sales results.

The Molloy team presented us with a very simple plan to follow. All that was required was that our sales and leadership team truly partner with his coaching team, and Dan assured us that we would achieve much better results. He was right!

Our entire Auto One Team made a real commitment to learning all we could about the Language Of Commitment™. Dan's team delivered an excellent training program, complete with mystery shopping, live training, and coaching on the phone, with support from online classes. It is the most comprehensive program of its kind that I've ever seen.

Best of all, our partnership produced a real breakthrough for our company, in the toughest economy in the country. Not only did we survive, but we achieved a significant increase in sales.

Finally, as president of the **Independent Glass Association**, I've made arrangements with Dan to offer all glass dealers a 30 day free trial of his amazing program.

My strong recommendation is that you take him up on the free trial and then begin the Language Of Commitment™ process. I promise you—it will change the way you look at sales.

As Dan says, “If you don't take a stand and invent your own future, someone else will do it for you.”

You can sign up for the **Free Trial** and obtain a detailed report on the Auto One results, by visiting www.molloyllc.com or by calling the Molloy office at 888-310-5000. Meet with Dan at the IGA's Annual Conference and Spring Auto Glass Show™, May 12-14. Learn more at www.iga.org.