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December Feature Article

B.O.S.S. (Business Office Superior Sales) Program



Maxine Campbell, President
and Founder of B.O.S.S.

In today's Business Office you can see promos for all the latest products, available in the industry. Everything from GPS units to GAP Coverage, while all the time, the most profitable and valuable Business Office product gets shuffled to the bottom of the list.

Creditor Insurance providing payment protection in the event of death, critical illness diagnosis, disability or loss of employment gives your customer a way to keep their vehicle and/or maintain their good credit rating during difficult times and is the ticket to Business Office success and the B.O.S.S. (Business Office Superior Sales) Program TM will take you there. The B.O.S.S. Program TM is a **Performance Results Program for Business Managers** which will provide an **Opportunity for Business**

Managers to reach their goals and commitments, to enhance their personal effectiveness and achieve extraordinary results.

How would you like a vehicle average increase of 126 percent? Or increasing your vehicle average from \$598 to \$1,199? All this can be achieved with the B.O.S.S. Program TM.

Since 1991, Maxine Campbell, has been a top level licensed insurance representative, specializing in credit insurance for the automotive industry, focusing on one product and one product only; Creditor Insurance from ACE.

As a licensed Level Two Insurance Advisor and a 12 year member of the Canadian Association of Insurance and Financial Advisors (CAIFA) Maxine takes Creditor Insurance very seriously and following her completion of the world-renowned four-year Strategic Coach program, she was inspired to form The B.O.S.S. Program TM (Business Office Superior Sales) in 2000.

The BOSS Program TM is a powerful opportunity for your Business Manager and your dealership to become an industry leader in the Business Office. Members meet for a one day session every four months and after intense training session from Wye Management, the members review their performances, over the past quarter. Business Office statistics are submitted to BOSS on a monthly basis and are compiled into a detailed comparison report card document, annually.

Members can expect a high level of training and professionalism, and achieve results that are dramatically above industry averages. This is just a sampling of the most recent Report Card showing the growth of some BOSS members since joining the program:

New and Used Vehicle Averages from BOSS Members

Dealer Number	Previous Vehicle Average	Current Vehicle Average	Increase in Monthly Vehicle Average	% Change
1	\$401	\$908	\$507	+126%
2.	\$369	\$785	\$416	+113%
3.	\$598	\$1,199	\$601	+101%
4.	\$466	\$929	\$463	+99%
5.	\$377	\$684	\$307	+81%
6.	\$397	\$622	\$265	+67%
7.	\$651	\$810	\$159	+24%
8.	\$930	\$1,022	\$92	+10%

The B.O.S.S. Program TM helps Auto Dealers empower their Business Managers to consistently achieve extraordinary results and dramatically increase profits. Most BOSS Dealers have already achieved their initial goals, but still feel their Business Office has not reached its full potential.

The Program helps a Business Manager create a powerful vision for their future and is especially designed for driven, open minded Auto Dealers and Business Managers. Those who recognize outstanding products and service and are willing to pay for value and results.

BOSS members are passionate about the success of their Dealer’s business and are committed to protecting and enhancing their Dealer’s reputation and the customer’s experience. A BOSS Business Office atmosphere will always be professional and customers will have a positive experience, resulting in increased customer CSI and turnover numbers. Most importantly, you will increase your per customer revenue, grow your business, and achieve your goals, just like the BOSS members below said:

The BOSS Program TM forces me to discover my own personal business value by focusing on measurable results that I am held accountable for. It is amazing to see my accomplishments on paper measured against "the best of the best" in the industry. I've focused on both my strengths and my gaps to increase bottom line profitability for both myself and the company.

Angie Rosier, Ed Learn Ford

I highly recommend the BOSS Program TM to both new and experienced Business Managers. Maxine's structure and focus of this group has greatly assisted me in reaching my potential in the Business Office. Not only have I become more successful as a direct result of my involvement in BOSS, but I have also met some amazing individuals. Maxine and my fellow Business Managers are supportive and encouraging and I am grateful to belong to such a positive group.

Angela Wrigley, Cambridge Centre Honda

THE B.O.S.S.Program TM

The B.O.S.S. Program TM is always accepting applications for new members and invite those Dealers and Business Managers who want to exceed their own expectations to contact Maxine Campbell of Maxine Campbell Inc. at (416) 565-0824 or maxine@maxinecampbellinc.com .
www.maxinecampbellinc.com