



WORDS THAT BUILT A GREAT DEALERSHIP TEAM

Ten Guiding Philosophies that Led People to Greatness by Serving Others:

- “We Develop Outstanding Relationships Where Everybody Wins”
- “Learning without doing is not learning at all”
- “Don’t ask for it to be easier – ask for us to be better”
- “We miss 100% of what we don’t ask for”
- “All the gold in life – ALL THE GOLD – is found in the relationships we have, hold and grow together”
- “Be a Blessing”
- “Love (your staff, clients, family and friends) enough to give them the very best”
- “What’s easy to do, is easy not to do”
- “Positive thoughts expand”
- “Lead with a Servants Heart”

Note: These powerful principles grew out a near bankruptcy of a dealership during the recessionary period in 2008. Leadership and great people came together to bring the company back from the brink and to rebuild a group of 19 dealer stores. The essence, meaning, and impact of these slogan-like phrases was to foster a determination to come back and to build one the most successful dealer groups in the Country, The Cardinale Automotive Group.

AiN Media gained this list from a man who led the team that did it.

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