2026 NADASHOW

LAS VEGAS

FEBRUARY 3-6



Secrets of Top Salespeople:

Mindset, Methods & their Marketing

Jonathan Dawson, Ali Reda & Kevin Rudolph

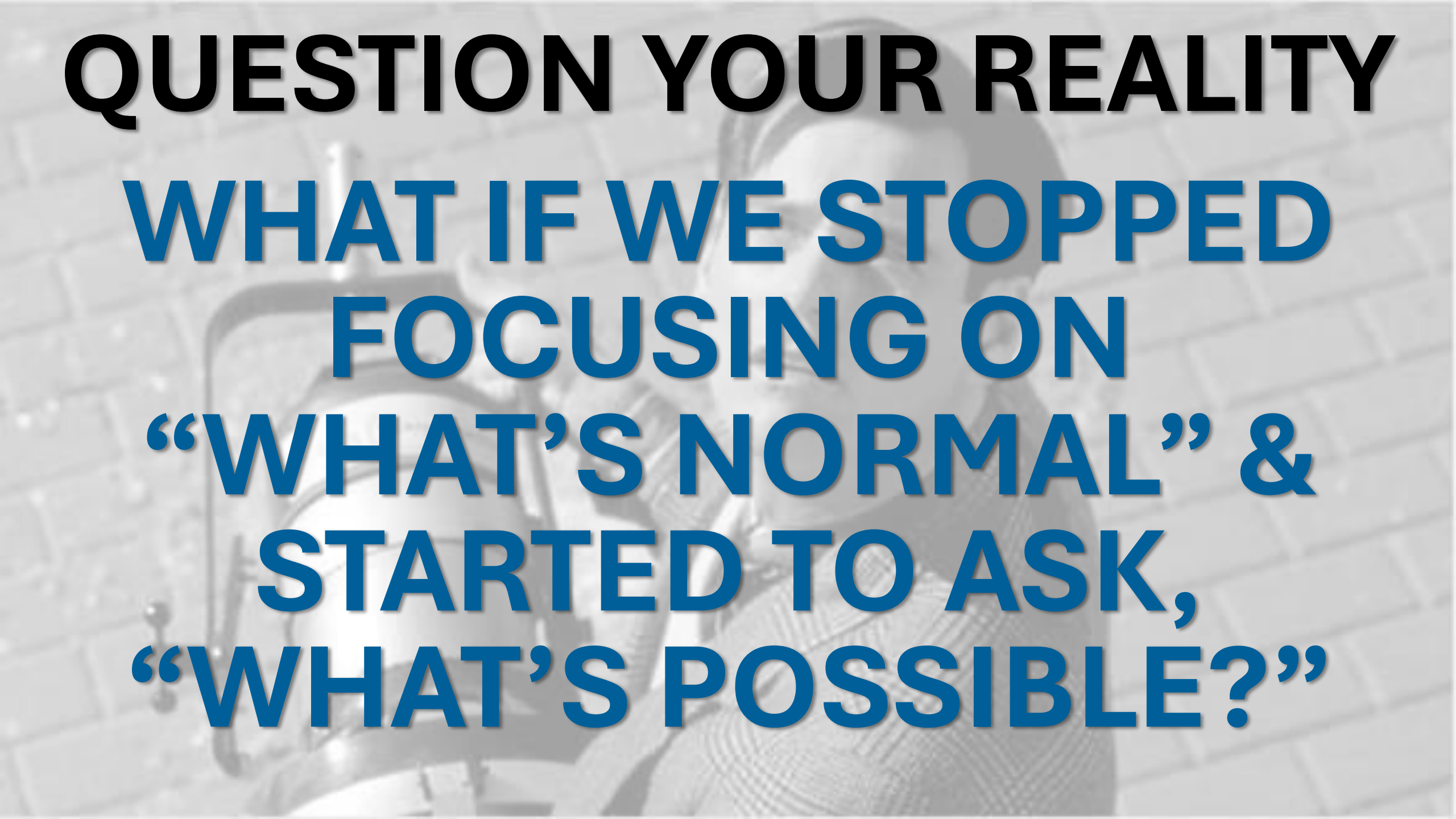


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36

QUESTION YOUR REALITY



WHAT IF WE STOPPED FOCUSING ON "WHAT'S NORMAL" & STARTED TO ASK, "WHAT'S POSSIBLE?"

OUR PROMISE TO YOU



Secrets of Top Salespeople **Presented by: Jonathan Dawson, Ali Reda & Kevin Rudolph**

#NADASHOW



Jonathan Dawson

Founder of Sellchology
26-time NADA Speaker
New Car Franchise Dealer
Co-founder Pinnacle Society
Car Salesman

Ali Reda

Car Salesman, Les Stanford Chevrolet

Co-founder Pinnacle Society

Best year – **1,582**

Best month – **209**

Best day – **32** (twice)





Kevin Rudolph

#RideWithRudolph

Car Salesman, Royal Buick GMC

Founding member Pinnacle Society

Best year – **606**

Best month – **64**

Best day – **8**

*(in a town with a population of **2,024**)*

Our Goals for You & Your Team

1

2

3

Our Goals for You & Your Team

1

Coach and motivate the “average” salesperson to want to move towards becoming a top-performer

2

3

Our Goals for You & Your Team

1

Coach and motivate the “average” salesperson to want to move towards becoming a top-performer

2

Transform the culture of your sales force by changing their beliefs and raising their standards

3

Our Goals for You & Your Team

1

Coach and motivate the “average” salesperson to want to move towards becoming a top-performer

2

Transform the culture of your sales force by changing their beliefs and raising their standards

3

Increase profitability and decrease the store’s turnover by improving the sales team’s income and productivity

SOW

SYSTEMS
OPPORTUNITIES
WORK ETHIC

PROCESS

What is a process?

A series of actions or steps taken in order to achieve a particular end.

"A good process will get you to a team of 10-12 unit (average) people.

<u>BUT...</u>

your <u>people</u> also need systems!"

~ Dawsonism



*"Process gets your people to 12 units... Systems will get your people to **30 units and beyond**!"*

~ Dawsonism



*"Give a salesperson too many leads, **BUT** without **systems**, they will get lost in the chaos or cherry pick for prospects!"*

~ Dawsonism

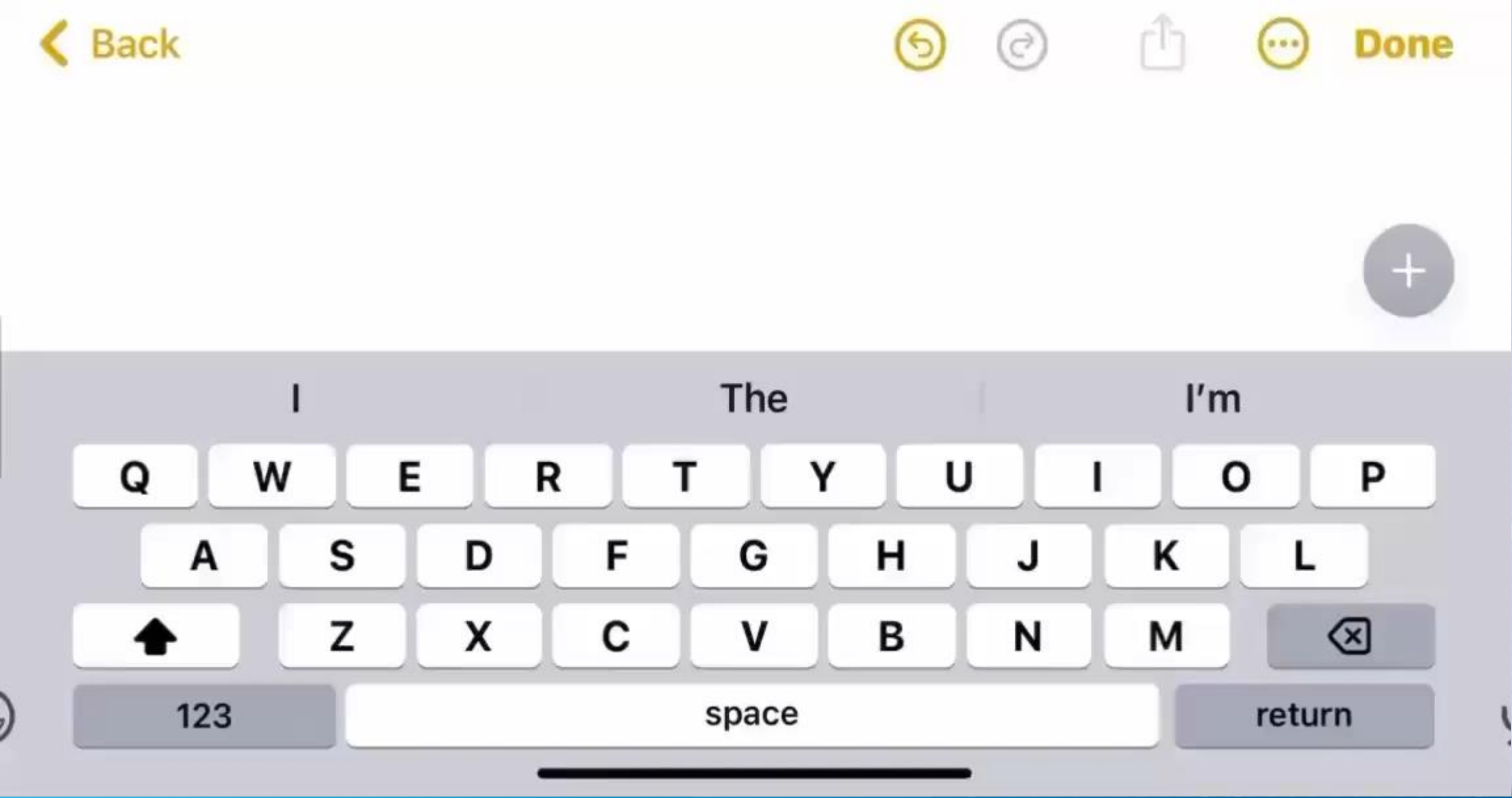


SYSTEMS

SYSTEMS

What is a system?

Anything I do, that causes anything I am already doing to become easier, more efficient, or more effective!


Back
Done
I
The
I'm
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
return


CAR GUY JAKE


Mike "Hammy" Hamilton
LITHIA
TOYOTA OF REDDING

9:05

orders-inbounds.xlsx

	A	B	C	D	E	F
1	Name:	Date:	Vehicle	Order Number	Last 8 of VIN	Stock #
2	Oswald	6-Jun	25 Yukon	FMWZ48		
3	JMR Homes	10-Jun	25 SIERRA HD	DVCHK9		
4	Shaffer	5-Aug	24 Savanna	DKTD93		
5	Cusano Construction LLC	16-Sep	Sierra HD At4			
6	Bashant	22-Sep	26 Terrain	FMZWKZ		
7						
8						
9			WORK HARDER			
10	WHY SO LOW.....					
11						
12						
13						
14	Mike Pirrello late model canyon		Yukon/ tahoe/ Suburban	Used under 65k	$800 payment	

9:05

orders-inbounds.xlsx

	D2E	D2E	
August	GMC	BUICK	
OBJECTIVES	35	6	65
DELIVERED	26	2	34
ON HEAT	3	1	7
STILL NEED	6	3	24
6/2 YTD	256/268/192	49/66/37	

700	JAN	33/39/52/56	JULY	37/38/50/38							
397	FEB	26/35/51/50	AUG	26/40/52/43							
90 DAY	MAR	35/36/64/60	SEP	27/32/35							
43	APR	32/35/57/51	OCT	29/53/50							
12 mo	MAY	39/44/59/56	NOV	28/44/40							
51	JUNE	31/30/50/43	DEC	30/42/46							
				373/468/606							

	Customer	Stock#	Vehicle	Delivery Time	What's Happening?	Trade	DOCS	BANK	Accs	Gas	Insurance
1	Meigh	255958	25 Yukon XL		not sure if going LLC or personal yet	23 Toyota	☑	☐	☐	☐	☐
2	ROWETT	Not sure yet	??	Depo in house	POSS FLAKE?		☑	☐	☐	☑	☐
3	Kriney	265179	26 Yukon Ult.	??	Next week		☐	☐	☐	☑	☐
4	Smith	T14230	19 Envision	1/2 SPOT	Fedex PPW to NC		☑	☑	☐	☑	☐
5	Lobban	2551237	25 Sierra 1500	MON/TUES	NEED 1ST RESP AND VPP	18 SIERRA	☑	☑	☐	☐	☐
6	Feichtyl	T14425	22 Yukon	MON/TUES	MONT/TUES PEN RFR	19 Yukon	☑	☑	☐	☑	☐
7	Fox	2541319	25 Envista	MON/TUES	PAID SIGNED CONCIERGE		☐	☐	☐	☐	☐
8	VanderHey	265192	26 Terrain	INBOUND	INBOUND	21 Subaru	x				
9	Fisher	LOCATE	25 Acadia		Locate pending	Traverse	☐	☐	☐	☐	☐
10											
11											
12											
13											
14											









"Give a salesperson systems, but without quality ***opportunities****, they will be bored out of their mind OR they become busy-bodies!"*

~ Dawsonism



OPPORTUNITIES

OPPORTUNITIES

What are opportunities?

Everything I do to cause my perfect prospect to know who I am, what I do, and how I can help them!

We are looking for LAYDOWNS, people!







Reading to Elementary students & sponsoring events at schools

Making a Difference





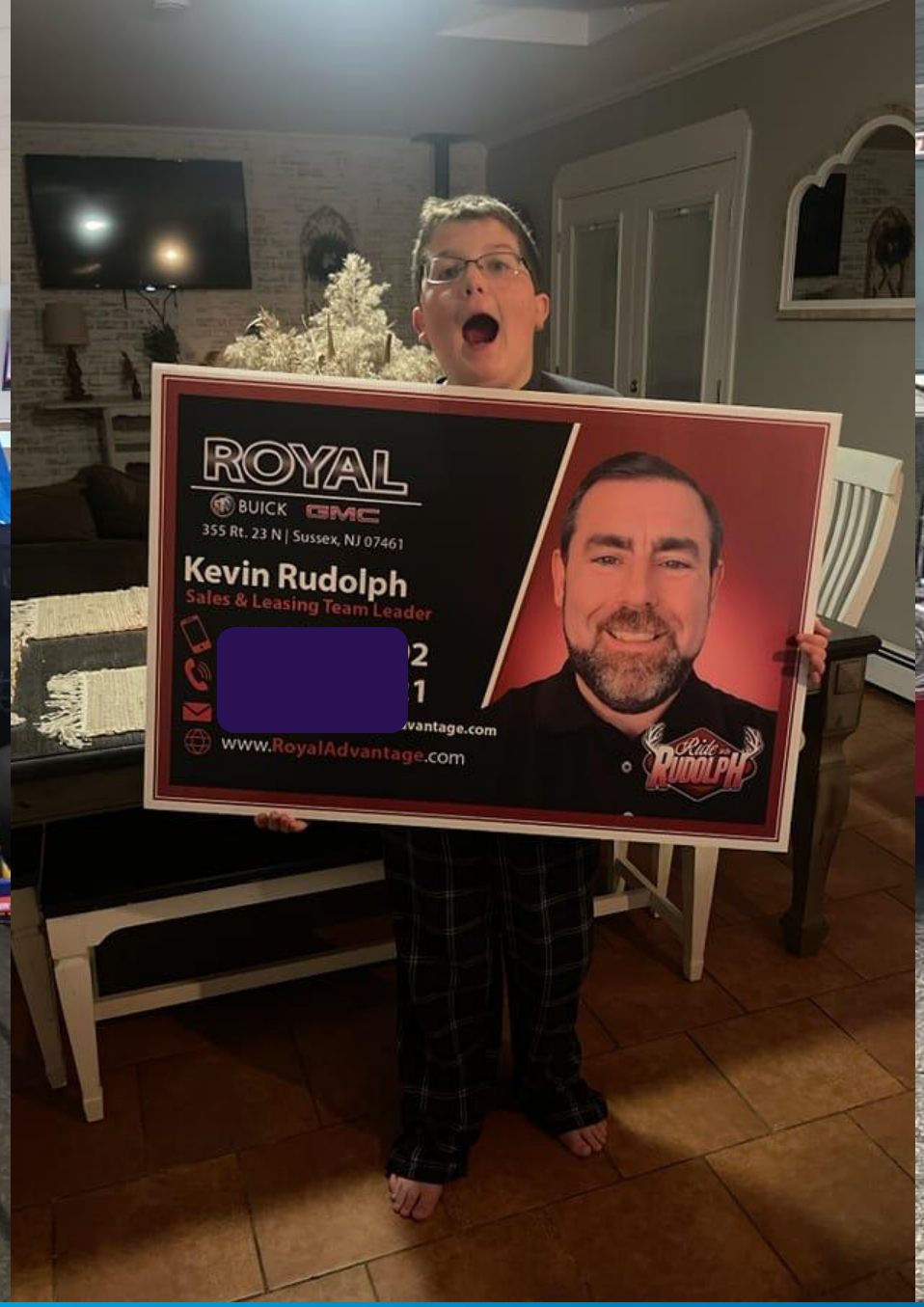
Sponsored Cinnabon for Police Station



Secrets of Top Salespeople Presented by: Jonathan Dawson, Ali Reda & Kevin Rudolph


Ride with
RUDOLPH
ROYAL
BUICK GMC
#RIDEWITHRUDOLPH

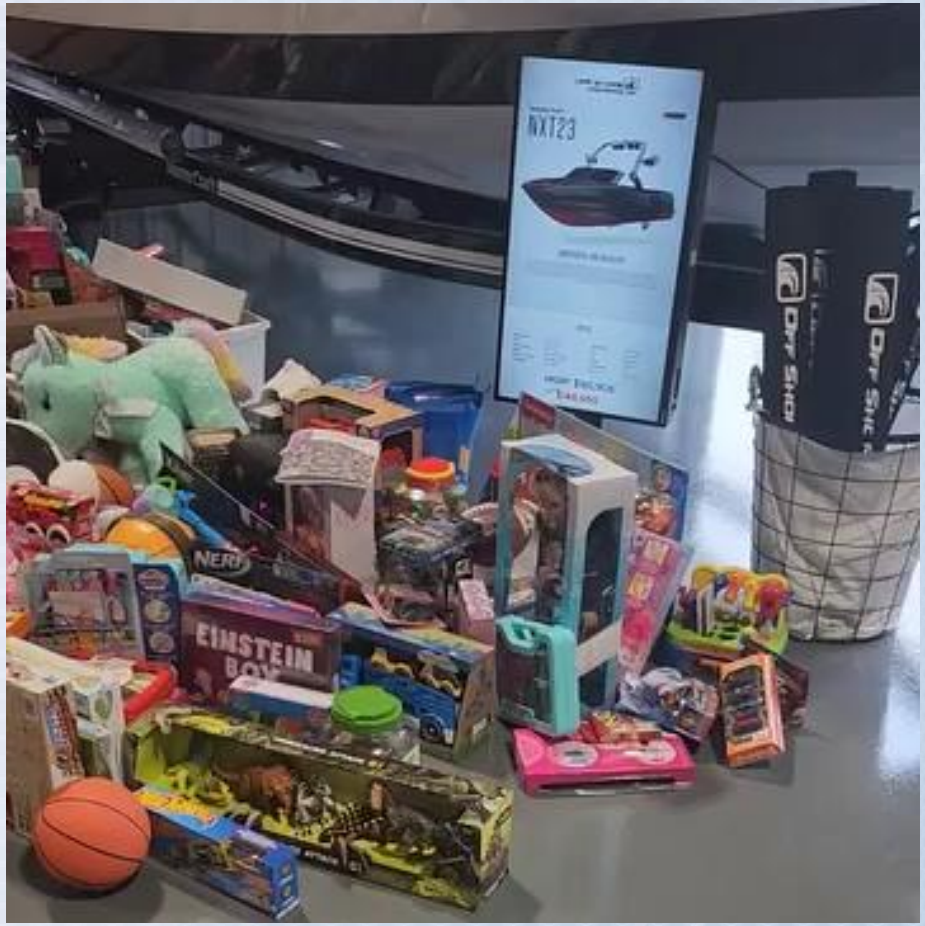

Ride with RUDOLPH
Help #RideWithRudolph
Fill the Truck this Holiday
for Children in Need
ROYAL
BUICK GMC
www.RoyalAdvantage.com
OFF SHORE MARINE INC
Tonka


ROYAL
BUICK GMC
355 Rt. 23 N | Sussex, NJ 07461
Kevin Rudolph
Sales & Leasing Team Leader
www.RoyalAdvantage.com
Ride with RUDOLPH


STATION 69
Ride with RUDOLPH
DATE: March 31, 2022
Sussex Fire Dept
$ 2,000
Two Thousand 00/100
DOLLARS
Kevin Rudolph

Make a difference & make a dollar






Ride With
RUDOLPH


Ride With
RUDOLPH


Ride With
RUDOLPH
BUICK
GMC
ROYAL


Ride With
RUDOLPH


Ride With
RUDOLPH


Ride With
RUDOLPH
ROYAL


Ride With
RUDOLPH


Ride With
RUDOLPH

OPPORTUNITIES







Gary Lamb was live.

New changes means new truck!

136 26 7.4K

Comments Hide

Most relevant

David Booth · 1:08
Jonathan Dawson here you go!!!

1w Like Reply 2

Jonathan Dawson replied · 3 Replies

Ellen Currie
I love this.. ❤️ pleasure meeting you @
@Gary.. Jonathan Dawson Gary took the PPP home with him.. he said he will bring it back.. but he wanted us to know he is sending everyone our way and buying his cars from David forever..

1w

Shon Charland
We've bought three since they have opened!

Total of six cars just from that building!

1w Like Reply 2

Comment as Jonathan Dawson

View more comments 2 of 19

Jay Rustenholtz updated his cover photo.
July 2 at 7:15 AM ·

A friend of mine just sent me this... one year later and he still has it in his yard 🔥



76 10 Comments

Wow Comment Share

View 3 more comments

[redacted]
Wait what?! I must have one!
Like · Reply · 2w 1

Jay Rustenholtz
[redacted] I still have a few more, let me know how I can get it to you!
Like · Reply · 2w 1



















OPPORTUNITIES





WORK ETHIC

WORK ETHIC

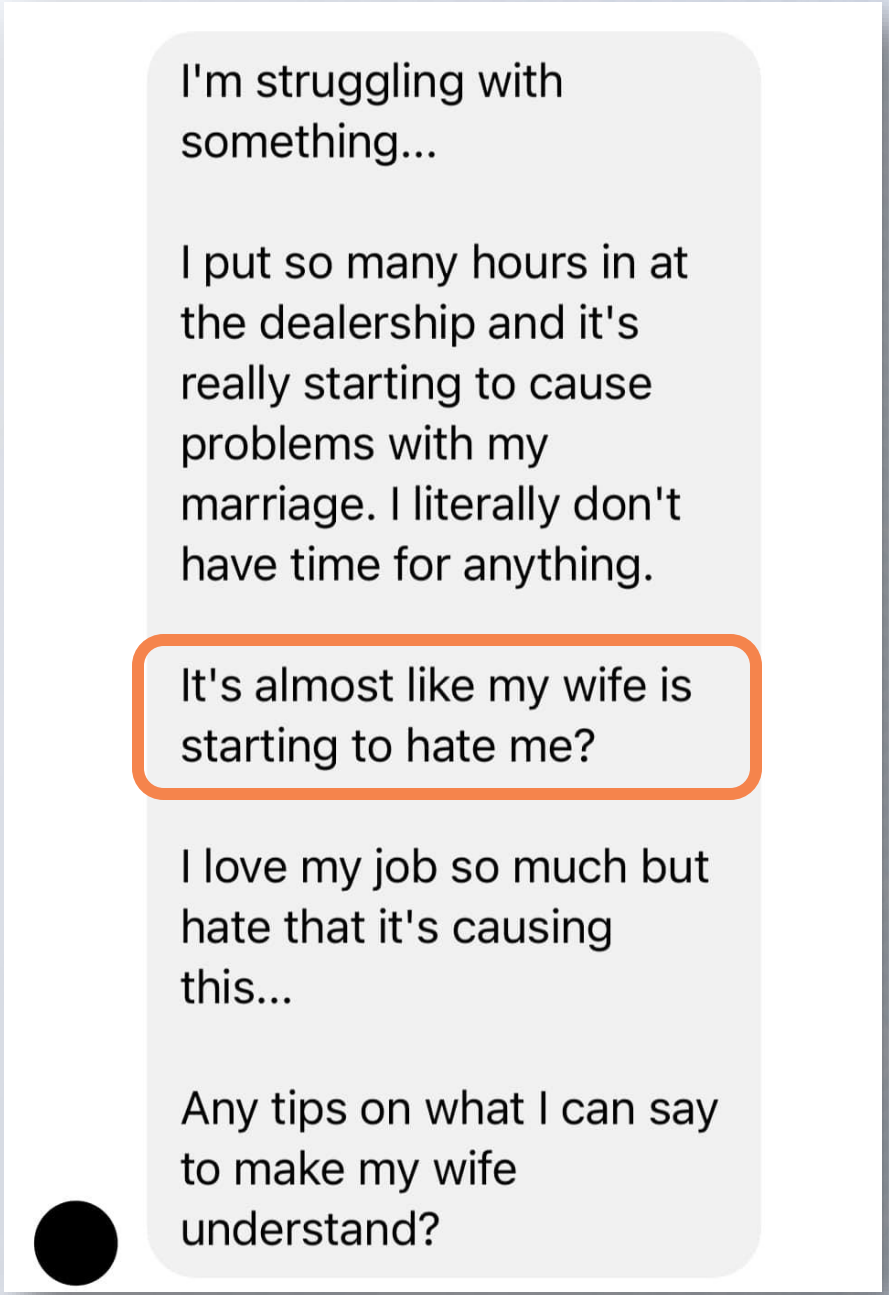
What is work ethic?

Doing the right activities at work, doing them the right way, and doing them for the right reasons!

*"Give a salesperson systems and opportunities, but without the right **work ethic**, and they will eventually burn-out or blow out!"*

~ Dawsonism



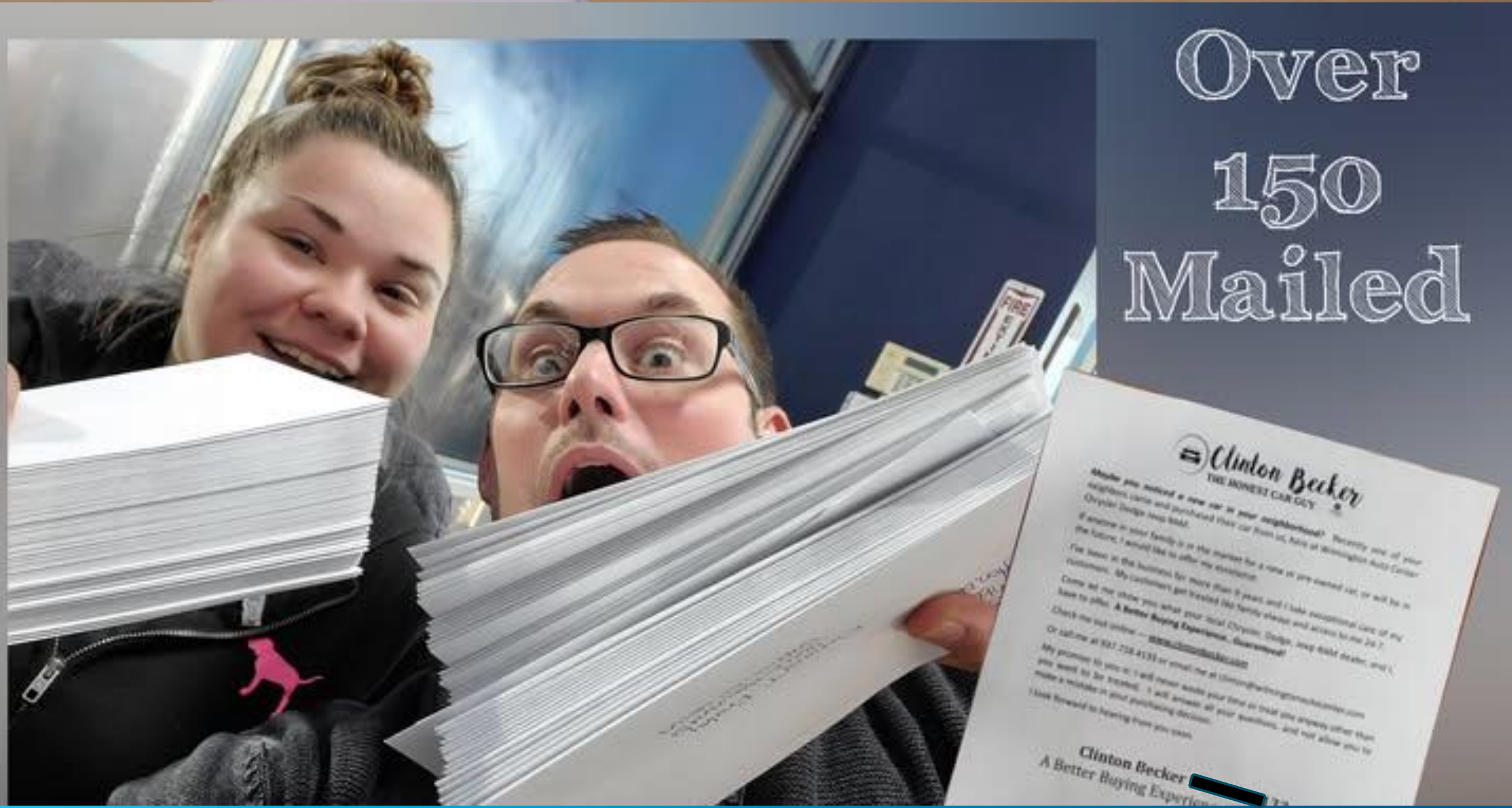

I'm struggling with something...
I put so many hours in at the dealership and it's really starting to cause problems with my marriage. I literally don't have time for anything.
It's almost like my wife is starting to hate me?
I love my job so much but hate that it's causing this...
Any tips on what I can say to make my wife understand?

WORK ETHIC

What are the right activities?

What are the right ways to do them?

What are their right reasons they should do them well?


Over
150
Mailed
Clinton Becker
THE HONEST CAR GUY

Congrats to Clinton Becker who broke a new personal record last month of 64 cars sold! Two years ago he went back to sales with no database in a small town of 12,000. This is what he accomplished in 2 years!

I hope his story inspires you to not limit yourself!





WORK ETHIC



My Availability:

Mon: 9:00 AM - 7:00 PM
Tues: **OFF**
Wed: 9:00 AM - 6:00 PM
Thurs: 9:00 AM - 6:00 PM
Fri: 9:00 AM - 6:00 PM
Sat: 9:00 AM - 3:00 PM
Sun: **OFF**

JUSTIN
TURNING DREAMS INTO DRIVES

Kerry [redacted]

I wanted to post this here too! Had another record breaking month hitting 34 (board was off 1) on 13 working days! Well after seeing one of Jonathan Dawson post the other day I went and broke down where they all came from. Here is the list:

Kerry [redacted]

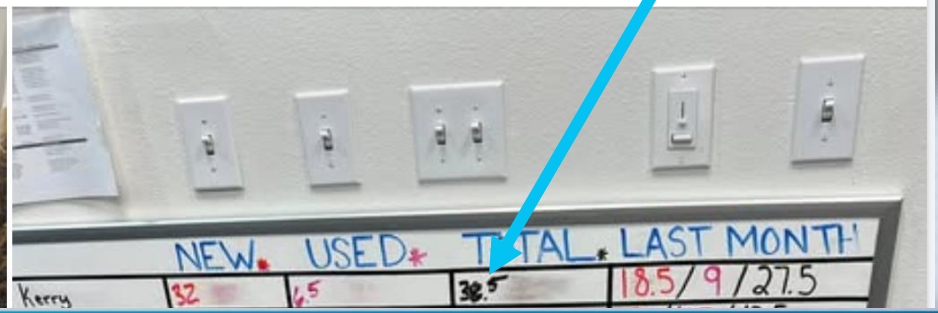
Kerry [redacted]

Well I had a goal of hitting 40 in March but came up sort 😢. Worked 12 days and ended with 38.5 sold which is my new records. I know it's still a great month but I'm pretty bummed I didn't hit 40.

I've also had the best quarter 1 of my career with 101 cars sold on 36 working days. My store also had a record new car month in March. Hope everyone else had a killer March.

Appreciate everyone in this group!









The Pinnacle Society

Active now

Luke

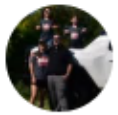


Ended the month today at 28 after rolling 18 this week. my best month ever!

❤️🔥 8

Kevin replied to Luke

Ended the month today at 28 after rolling 18 this week. my best month ever!



Awesome 👌

Jessika



26 in 15 working days!! Took the first two weeks of the month off to spend with the family!

❤️ 4

Gavin



32 in 22 days

❤️ 4

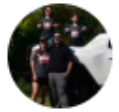
Shane



38 in 20 days

❤️ 3

Kevin



I finished with 56 delivered and only worked 13.5 days. 😳👀

😮❤️🔥 6

Jay replied to Kevin

I finished with 56 delivered and only worked 13.5 days. 😳👀



Crazy to think how far you've come since I meet you 5 years ago!

❤️ 3

January he sells 30!



October he hits 40!



Year 1

January he sells 36!



Year 2

May he hits 51!



August he sells 64!

Year 3



So proud of this sales team. Another record month. 143 units delivered for March. Thank you also to the managers,BDC and support staff for all you do to support the sales people .




172
GMC
NEED
DEL
HEAT
NEED
STRETCH

5 MISTAKES MANAGERS MAKE
WHEN COACHING & MOTIVATING THEIR TEAM



5 MISTAKES (some) MANAGERS MAKE
WHEN COACHING & MOTIVATING THEIR TEAM



MISTAKE 1

MANAGING TO THE MIDDLE – FOCUSING ON "AVERAGE"

MISTAKE 2

NOT CLEARING THE PATH AND REMOVING BARRIERS

MISTAKE 3

NOT MAKING EXCEPTIONS FOR EXCEPTIONAL PEOPLE

MISTAKE 4

MANGAGING TASKS INSTEAD OF LEADING PEOPLE

MISTAKE 5

USING ADDITION IN A WORLD OF MULTIPLICATION

*"We all need to question our "**NORMAL**"!*

*It's too easy to normalize nonsense if we don't push towards what's **POSSIBLE**!"*

~ Dawsonism




Q
&
A