

## A stunning sales performance at Jack Schmitt Chevrolet

Midway through the month in October 2001, salesman John Weilmuenster suspected something special was possible. He had set the monthly vehicle

sales mark at Jack Schmitt Chevrolet of O'Fallon (Ill.) at 50 units, but he had a new record in his sights.

He sold 60 vehicles ... then 70 ... and

he still wasn't done. When the 30-day period was over at the dealership, Weilmuenster had earned legendary status by selling 79.5 units, contributing to his total of 488 vehicles sold for the year.

"John's focused on one thing: selling cars," said Kathy Federico, executive manager of Jack Schmitt Chevrolet of O'Fallon. "It takes the right personality to sell cars, and it's even more

rare to have the commitment to follow-up with customers. John blends both traits. His performance is a testament to that."

Asked for his secret to success, the 13-year employee cited longevity as being fundamental.

"I've been here, and people know that I will be here. Of those 79 customers, probably over half the sales resulted from referrals or repeat buyers," said Weilmuenster.

Reinforcing his presence, Weilmuenster personally sends a quarterly newsletter to 2,500 clients, providing information on protection packages, warranties and more.

"John is special. His integrity is well-known, and everyone in the community loves him," said Jack Schmitt, the dealership's owner.



**SELLING SUCCESS:** John Weilmuenster is shown with Kathy Federico.