

Eastgate Ford honours one of its own for exceptional performance

The Hamilton Spectator

(Apr 16, 2009)

It's certainly a record for Eastgate Ford, and possibly even the area, so the east end dealership is recognizing one of its own for marking an exceptional milestone - especially notable in a tough economic climate.

Richard Fraser, a 27-year veteran at Eastgate Ford wowed his colleagues by selling an astonishing 44 vehicles last month - that's an average of almost one-and-a-half cars a day.

It's not surprising then, that Eastgate Ford has recognized his achievement by awarding him Sales Representative of the Month.

"He is just an unbelievable sales rep," says Lance Richter, General Manager of Eastgate Ford. "Richard Fraser is one of the reasons Eastgate is what it is today."

When you ask Fraser what his secret to success is, he shrugs it off.

"I'm just a regular guy doing my job," he says.

Richter and Fraser's family aren't nearly as shy.

"He's a one-of-a-kind guy," Richter says, noting that it's Fraser's commitment to honesty and professionalism that are behind his success. "He continually meets and exceeds expectations of his customers. We respect and appreciate all the efforts he has put toward Eastgate over the years."

His daughter, Candice, says she couldn't be prouder of her father.

"People often ask him, 'How do you do it? How do you manage to sell all those cars?'," she says. "He answers with: 'Well, you know - just got to keep plugging away'."

Candice says her father's success comes from the ability to listen to and understand his customer's needs.

"There have been many, many times when Dad was late getting home, or early leaving, to pick up or drop off cars to customers all over southern Ontario," she recalls. "I remember going with him to deliver a car outside a rented hall where his customer was throwing a party for her husband's 50th birthday. We drove out to the hall, parked the car in front of the door, put a giant bow on it, and waited for the customer to bring her husband outside.

"This is how my Dad has succeeded - by relating to customers - by developing a relationship that goes beyond customer and salesman."

When you can get Fraser to open up about it, he says he owes a lot of his success to the Richter Group, the family operation that owns Eastgate Ford as well as several other dealerships.

"It's a a family run business and our customers are treated like family too," he says. "Anyone can sell a car, it's how you treat people after the sale that really makes the difference."

Fraser started at Eastgate Ford in the early 80s and says he has several loyal customers who have continued to support him throughout the years.

"I have customers who come back every two or three years," he says. "Their loyalty really means a lot."

He says he owes a lot to his family as well, who has continued to be supportive of his long hours and dedication to his career.

Whatever the reasons for his success to Fraser, it's just all part of the job.





© Copyright 2007 Metroland Media Group Ltd. All rights reserved. The reproduction, modification, distribution, transmission or republication of any material from www.thespec.com is strictly prohibited without the prior written permission of Metroland Media Group Ltd.

