



Scott Siver
Brenengen Auto Group
Sparta, Wis.

Eight years ago, Scott Siver was attending the University of Wisconsin-La Crosse and working as a server in a local pizza joint. Fortunately for Siver, one of his customers gave him the biggest tip of his life—a head start down a career path.

While waiting tables at Edwardo's Pizza, Siver had a chance encounter with Don Brenengen, the owner of Brenengen Auto Group in Sparta, Wis. One evening, while eating out, Brenengen noticed something special about his server.

"That night we were trying to sell this beer that we wanted to get rid of," said Siver. "I kept coming up with different ways, without being pushy, to get [customers] to buy it." Brenengen saw the qualities of a car salesman in Siver and thought he would make an excellent addition to the Brenengen team. "For whatever reason he thought I could sell cars, based on our 10-minute conversation," Siver said. "It was kind of neat."

At first, Siver was hesitant to take Brenengen up on his offer. "I had very little interest just because of the stigma that's attached to car dealers," he said.

Eventually, he gave in and took the job. Like many green peas, Siver was slightly overwhelmed at first. Brenengen told him that the national monthly average, at that time, was 9.6, but his employees sold about 16 cars per month. "That's a lot of cars for someone to buy every month," Siver said. "I thought maybe one or two would be a bunch."

Three years later, the server from Edwardo's was a Ford Legend and Leader. Siver continued his success, earning the Ford Professional Sales Association award for select dealers in 2004 and 2006. In 2004, Ford ranked him as one of the Top 20 sales associates in the nation. In 2006, his 371 units sold were good enough to get him into the Top 100. So far this year, Siver averages about 33 units sold per month.

"The numbers that he does, to me, is just incredible," said Brenengen Ford Mercury General Manager Brian Holzhausen. He believes that customers recognize and want Siver's excellent customer service. "For a person that has only been in the car business seven years, he's got a lot of repeat and referral business," Holzhausen said.

"We are in a small town where everybody knows everybody. That really helps with the referrals," Siver said. "If you take good care of someone, news travels fast, but if you treat someone poorly, the news will spread a lot further."

Siver believes he owes his success to the Brenengen system. "Our one-price philosophy helps me a ton," he said. "You take out all the negotiation and it's a lot easier to build rapport and trust with customers. They know that no matter who they are, whether they have bought 10 cars from me or they have never bought one, that everyone is going to get the same price."

When Siver has earned the trust of a customer, he does everything he can to maintain and continue to build that relationship. "I sent out 2,300 Christmas cards last year," he said. "It's a fair amount of work when you are personalizing every one of them and having to do the postage ... but I don't shortcut when it comes to that stuff."

In his spare time, Siver's excellent service takes on a different meaning. On his day off, Siver sits on the board for the Sparta Kiwanis Club—an organization that, along with Kiwanis International, works to develop and assist children across the world. He also has worked with Junior Achievement for the past four years.

Congratulations to Scott Siver our Sales Professional of the Month. Thank you to Brian Holzhausen for bringing Siver to our attention. **ADM**

Andrew Stanley

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Sales Professional of the Month

NOMINATE A SALES PROFESSIONAL OF THE MONTH

Each year, Auto Dealer Monthly recognizes 12 sales professionals for their achievements. Each monthly winner is automatically considered for the Sales Professional of the Year. Dealers, General Managers and General Sales Managers are encouraged to reward a top achiever in their organization by submitting their name for nomination. To nominate your sales professional send his or her name, dealership information and a testimonial on why you think they should be considered. You must include your name, position and contact information as supervisors will be interviewed and sales information verified. Nominations can be e-mailed to Editor@AutoDealerMonthly.com.