

James F. Kristoff Jr.

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For a complete overview of my background and experience, please visit my website.

www.JimKristoff.com

Jim Kristoff

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dealerELITE.net

WordPress

Contact

Jim Kristoff

727-858-7551

jim@jimkristoff.com

I can LEAD your organization to its Highest Level!!!

With my vast experience as a Dealer, Senior Manager, General Manager, Leader and Trainer, I can lead your Organization to its highest level!

Select one of the categories below and watch my 3 minute videos on these subjects!

[Leadership](#) [Employee Retention](#)

[Accountability](#) [Coaching](#)

[Customer Retention](#) [Motivation](#)

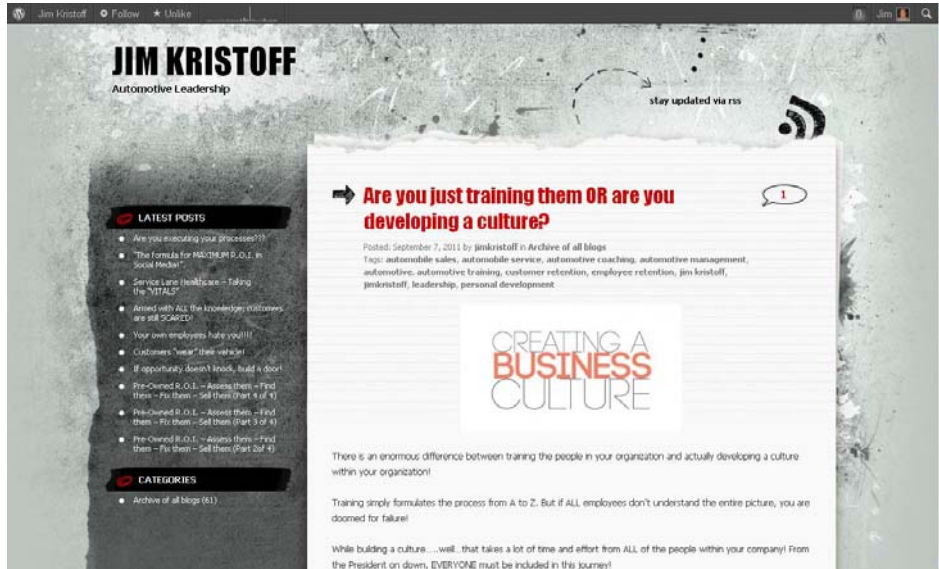
My website contains over 40 videos, all approximately 3 minutes in length. The videos provide a combination of my philosophy, background and training processes, on how to take your Organization to its Highest Level!

A brief overview of my background and experience include:

- President of my own Consulting business 2009 – Present
- Vice President – Director of Operations 2009 – 2010
- Featured Contributor/Writer for several trade publications/websites
- 2001 – 2009 Dealer Partner – Vice President – General Manager
- 2007 – 2008 – 2009 - 2010 Top 10% in C.S.I. in the Country, reaching as high as #8 out of a little over 1000 Honda Stores
- Achieved Industry benchmark of 30% net-to-gross
- Have Managed and Led a “Top 5 in the Country” in Sales Volume, Acura and Cadillac Stores
- Have Managed and Led a “Top 20 in the Country” in Sales Volume Lexus Store
- Chairman Of a National Committee For Cadillac / General Motors
- Personally Trained and Mentored hundreds of employees
- Motivational Speaker – Trainer – Leader
- Have built and Managed complete “Business Development Centers”
- A thorough understanding of Automotive software and hardware
- Member of NCM-20 Groups

Here is a listing of many other links to my other bodies of work.

My WordPress blogsite: <http://jimkristoff.wordpress.com/>



On my Wordpress blogsite, I have over 60 articles that all pertain to the automotive industry. Most of these blogs are derived from some of the many different training and motivational meeting that I continuously give.

DealerElite.net: <http://www.dealerelite.net/profile/JimKristoff>



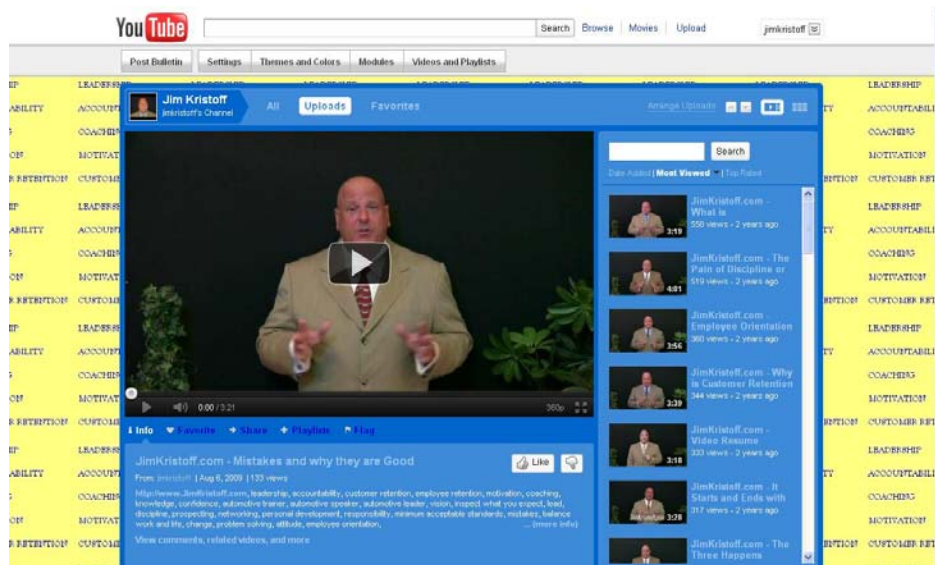
Many of my articles/blogs/processes are featured on the website [DealerElite.net](http://www.dealerelite.net). In September 2011, I was recognized for my efforts with a special reward.

<http://www.dealerelite.net/page/september-issue#.ToyjO8mVrUA>



This is my personal [YouTube channel](http://www.youtube.com/user/jimkristoff) which contains all of my videos.

Youtube: www.youtube.com/user/jimkristoff



This is my **LinkedIn** profile which contains many recommendations. There is one from Grant Cardone on there.

LinkedIn: <http://www.linkedin.com/in/jimkristoff>

The screenshot shows a LinkedIn profile for Jim Kristoff. The profile header includes his name, location (New Port Richey, Florida), and current title (President at Kristoff Consulting). Below this, there are sections for 'Current', 'Past', 'Recommendations', 'Connections', and 'Websites'. A summary section follows, describing him as a dynamic leader with a comprehensive background in directing both large and medium-sized dealerships. The 'My Objective' section states his goal is to take his organization to its highest achievement level. The profile also features a 'Name Search' box and a 'Viewers of this profile also viewed...' section listing other professionals like Vanessa Vance, Chris Saraceno, Craig Lockard, Richard W. Burke, and Bill Feinstein.

My Blogger.com blogsite contains many more of my blogs/articles/processes/motivation material.

Blogspot blog: <http://jimkristoff.blogspot.com/>

The screenshot shows a Blogger.com blog post by Jim Kristoff. The post title is 'A gift wrapped box of Personal Development!!!'. The main content of the post discusses the challenges of interviewing, hiring, and training new employees, noting that most organizations feel they have hired a competent individual who then fails to inspire themselves to learn and grow. The post includes a small image of a white figure holding a red gift box. The right sidebar of the blog shows a 'FOLLOWERS' section with 5 members and a 'BLOG ARCHIVE' section for the year 2011, listing posts from August, September, October, and November.

I am also a contributing Author to the new social media magazine for the automotive world titled; "The Social Dealership"

Here are the links to the first four issues and my articles.

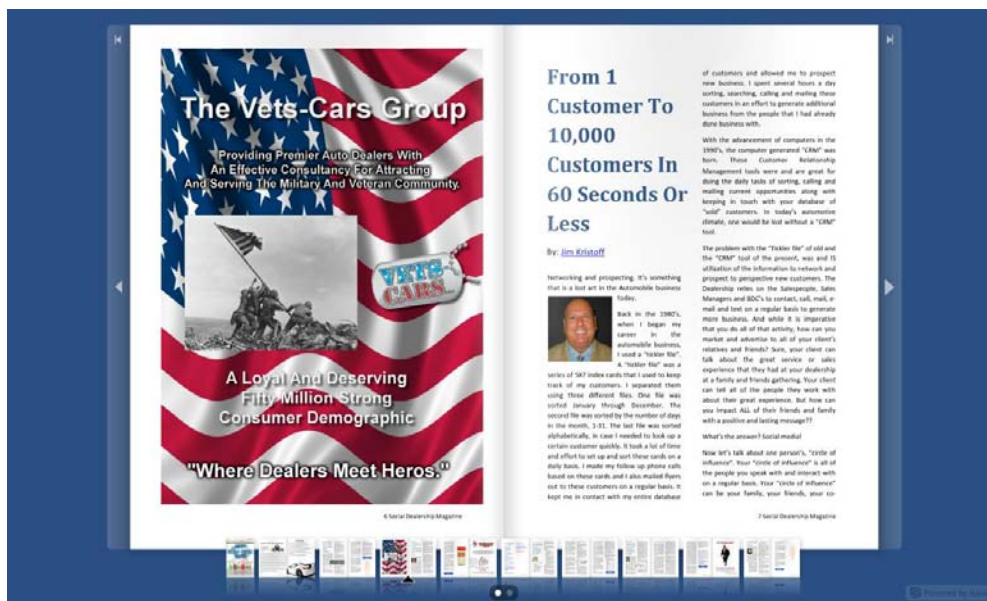
August 2011 Issue

<http://socialdealershipmagazine.com/the-social-dealership/august-2011-issue/>



September 2011 Issue

<http://socialdealershipmagazine.com/the-social-dealership/september-2011-issue/>



Are You Utilizing Video of Your Happy Customers?

By: **Jim Kristoff**

Are you trying to decide what your Social Media process should look like? Are you trying to decide where to begin and what to do? You first have to understand, social media is like a family BBQ. At the family BBQ, everyone gathers around and talks about what is going on in their lives. Everyone trades stories of the positive things in their lives and the negative things. At the family BBQ, a positive or negative story about a retail experience, could persuade you to either give that business an opportunity or stay away from that business!

Wouldn't you want your happy customers to persuade their friends and family to give your dealership an opportunity to earn their business?

When your happy customers are taking delivery of their New or Pre-Owned vehicle or getting their vehicle out of your Service Department, get the entire family together in a well lit environment. Have them gather around the vehicle. Whether they are inside or outside the vehicle, it makes no difference. As long as they are smiling and having a good time, the video will be positive.

Keep the video short! No more than 60 seconds! No one wants to watch a long drawn out video!

Don't make the video seem scripted or planned. Make your video appear as casual and fun as possible! Most people want to do business with a place that is both professional and fun!

Make sure you introduce the family and the dealership at the very beginning of the video. Example: "Here we have the Smith family taking delivery of their new (model) here at ABC Motors!"

Then ask the family just ONE question for the video. This will ensure you keep it to 60 seconds or less in length.

Questions such as:

- Tell us about your Sales experience!
- What do you like best about your New/Pre-Owned vehicle?
- What is the first thing you will do with your New/Pre-Owned vehicle?

Where is the first place you will go with your New/Pre-Owned vehicle?
How did you enjoy your Service experience today?
If you could tell your family and friends just one thing about (ABC Motors), what would it be?

Explain to the customer you are then going to upload the video to the Dealership's Facebook page, your Dealership's YouTube channel and on your Dealership website. That way they can share the video on their Facebook page or e-mail the link from YouTube to their friends.

Make sure you give them a reason to do this video for the Dealership. After all, there should be something they receive in return for their endorsement of your Dealership. In return for the video, you may want to give them a free oil change or a discount for any further service or accessory purchase.

You want to make sure you have their permission to use the video in writing to protect yourself and the Dealership. Have your attorney construct a simply worded "release form" for your customer to sign.

Once you start building a series of videos, you can use them in your Social Media marketing and networking plans. You will have a video "Telly-Boy/Hot" look.

Once a month, showcase a particularly great video on your Dealership website, Facebook page or YouTube channel. Make sure you contact that customer whose video you are showcasing and thank them again for their business. I would encourage you to once again offer your customer an additional discount or service for allowing them to "feature" them on your site!

An attitude of gratitude will go a long way! And everyone likes receiving gifts!

Utilizing video, to start your Social Media presence and process, is both easy and fun to do. There is nothing more convincing to a prospective client of your Dealership than seeing happy and contented customers doing business at your store! The more videos you have, the better!

Make sure you have a way of continuously playing these videos in your showroom or your Service waiting area. It will be a reassurance to your customer or prospective customer that your Dealership is an awesome place to do business!

Start utilizing video of your happy customers to use in your Social Media presence! There is no better testimonial you can receive! A video with smiling faces and satisfied customers that tells a story of a happy and pleasant experience at your Dealership is Social Media GOLD!

Discuss The Article In Our Forum

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We Don't Care What Our Clients Say About Us!

Wanna Know Why?

Because It's Doesn't Matter. What Matters Is What Our Clients Customers Are Saying About Them!

Unsolicted Comment

Mitchelle Porter Reece
I became a fan when you had less than 200 friends...your page is "alive" and I check it daily! You are doing an amazing job, and for the first time in my 38 years...I HAVE chosen and will be LOYAL to Metro Honda, why? Because your fb is fun, interactive and I feel like we ARE "Members"! And you have GREAT cars! I will tell anyone who will listen Metro Honda IS the only place I will buy a car in NC, and I love my odyssey with 138k thousand miles that looks and rides like brand new!!! Rock on NH!

Like · Comment · Share · 2 hours ago · 18

For Social Media Done Right Contact Next Generation Dealer Services! [Click To Contact!](#)

The Formula For MAXIMUM R.O.I. in Social Media!

By: **Jim Kristoff**

These salespeople do an excellent job of calling their customers, following up, sending birthday cards, holiday cards and keeping them abreast of all the latest incentives, deals and new models that are coming out!

These salespeople become the customers "friends" in the car business!

Now, what if you could get your ENTIRE sales team to do all of that every day??

It's easy by utilizing Social Media!

Engaging your customers on Social Media sites such as Facebook, allows you to constantly update your customer with your latest incentives, your latest specials and article that pertain to the vehicle that they purchased from you, thus reinforcing that the customer made the correct decision in purchasing from you!

You can also update your customers on any "new" models that may be coming out! Everyone LOVES "spy" pictures of future product!

You can engage your customers to any special events that you may have upcoming.

You can send your customer the latest pictures or video of any accessories that you may have added to another vehicle that they might be interested in.

Did you make a note of the customer's interests or hobbies in your CRM? You can send them interesting articles on their favorite sports team or television show.

What about the servicing of the customer's car?

There is a rather simple formula when it comes to getting the MAXIMUM return on your investment in Social Media.

It's so simple...it might overwhelm you!

And while the formula is simple...the actual implementation is the hardest part!

The formula????????....."embrace it".....

That's the ENTIRE formula...."embrace it"

That's right!.....go ahead and "embrace" social media!

Most Dealers and dealerships are scared to death to go ahead and try!

SU!T...go ahead...."embrace it"!!!

Let's start with the Sales Department.

We should ALL be to have an entire showroom floor filled with salespeople that could sell 20-25 units a month without EVER having to take any floor traffic.

Some dealerships have these salespeople already! Salespeople that have their own book of business and continue to sell their 20-25 units in great times and bad.

How do these salespeople accomplish this month after month?

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One of my articles was featured in the September edition of "Auto Success" magazine.

September 2011 Issue

<http://issuu.com/autosuccess/docs/as.sept11>



I am also a member of the "Automotive Digital Marketing Professional Community"

<http://www.automotivedigitalmarketing.com/profile/JimKristoff>

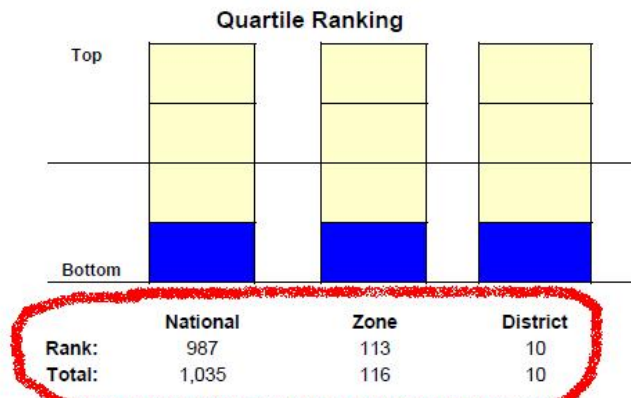


To showcase my leadership and accountability skills and the ability to build an incredibly successful culture, here are the actual CSI numbers over a 6 month period. In December 2009, this store was 987th out of a little over 1000 Honda stores nationwide. By May 2010, we had climbed to 18th!



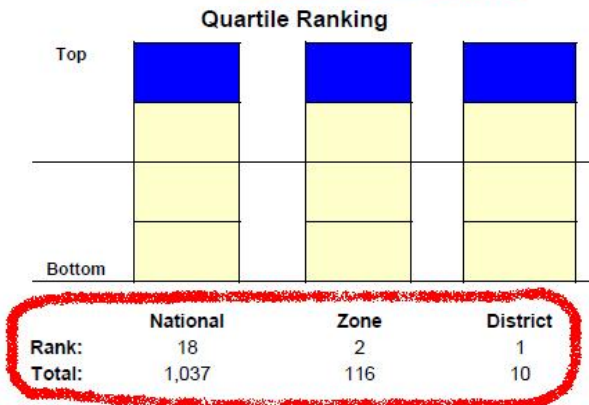
CUSTOMER SATISFACTION SUMMARY

October 2009 - December 2009



CUSTOMER SATISFACTION SUMMARY

March 2010 - May 2010



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SENIOR MANAGEMENT /DEALER /GENERAL MANAGER

A dynamic leader that has mentored and trained thousands of employees

A comprehensive background in directing both large and medium sized Dealerships

A tireless and relentless pursuit to be the best

My Objective:

To take your Organization to it's highest achievement level.

I will accomplish this through an extensive and thorough training process. This training will encompass Leadership, Accountability, Personal Development, Profitability, Customer Satisfaction, Customer Retention, Motivation, Attitude and more. This training will be presented in a crystal clear fashion so that every single employee will know exactly what is expected of them and how to properly execute their individual responsibilities.

Great leaders develop leaders at all levels in their organizations to move quickly, seize opportunities, take risks, empower others to act, change on a dime, communicate more clearly and work towards common team goals.

I will come to your organization and selflessly build a team that will clearly understand what it takes to succeed and clearly understand that the journey never ends.

This objective will be executed by conducting daily training for all employees. To make all the employees not only better at their responsibilities, but to make them more confident and competent in life. Confidence equals knowledge. My objective is to give the employees the knowledge to succeed, both professionally and personally. All of which leads to a happier and more profitable operation.

Professional Experience

Kristoff Consulting
New Port Richey, FL

President

April 2009 – Present

Herb Chambers Honda
Boston, MA

General Manager

August 2010 – May 2011

Gerry Wood Automotive Group
Salisbury, NC

Vice President – Director of Operations

December 2009 – July 2010

Gateway Honda
Port Richey, Florida

Dealer Partner/Vice President/General Manager

November 2001 – April 2009

Fischer Cadillac Oldsmobile Mazda
Stuart, FL

General Manager

July 2000 – March 2001

Lexus of Pembroke Pines
Pembroke Pines, FL

General Manager

October 1998 – July 2000

Ed Morse Cadillac
Delray Beach, FL

Sales Manager

December 1992 – October 1998