

Taking care of the customer

Burnsville Motors takes a different approach to automotive sales: 'the personal touch'

Jeff Flanagan and Frank Gersich are no strangers to the automotive sales business. In fact, it's their 21- and 15-year tenures at big auto dealers that compelled them to open their own store in Burnsville.

"The biggest reason I wanted to branch out was most of the time when people bought cars it didn't always work the best it could," Flanagan said. "We knew what it *should* look like."

Flanagan and Gersich said they shared a philosophy about customer ser-

vice that wasn't all that common in auto sales. When customers purchased cars, Flanagan and Gersich felt it should have been an exciting experience. Instead, they witnessed customers grimace through the car buying process.

"When we came into this, we came up with the idea, let's just treat everybody like a referral or a friend," Flanagan said.

Flanagan and Gersich built Burnsville Motors from the ground up and opened their showroom doors in Dec. 2004. Today, as co-owners, Flanagan and Gersich pride themselves on making the car buying process easy, giving their customers the right vehicle for the right price and servicing their vehicles down the road. Flanagan and Gersich and their sales staff



(From left) Jeff Flanagan and Frank Gersich, co-owners of Burnsville Motors, say customer happiness is always their bottom line.

are all cross trained, allowing the customer to deal with one person through the entire process.

Despite being a pre-owned automotive dealership, they can provide that kind of top quality service because they've got a full automotive service department and offer full financing, everything a franchise dealership provides.

"We thought there was a better way to do this," Gersich said. "Most large stores don't provide the same care and

personal touch as smaller stores. We wanted to provide that new car atmosphere, but deal with pre-owned vehicles."

At Burnsville Motors, customers deal with one of the owners daily, making it a real hands on process for Flanagan and Gersich and their small staff of two sales assistants. The entire team shares sales commissions, something that fits their shared sales philosophy. They've chosen to do business

this way to ensure the process is going the way it should be.

"It's been a good business move because the customer's going to know you care," Flanagan said. "Every customer is one at a time and it's in our best interest to buy 'em right and sell 'em right."

Instead of a bottom line that's all about sales and profits, Flanagan and



Burnsville Motors at 2000 Hwy 13, Frontage Road N, deals in all ranges of pre-owned vehicles, from first time buys to full-size SUVs for growing families.

Gersich agree their bottom line should always be a happy customer.

"If you take care of the people, your long term success is gonna be set," Gersich said.

The new approach has brought in a stream of return and referral customers in the 14 months they've been in business. Since their opening, they've also added equipment to their service department and hired additional technicians.

Flanagan and Gersich admit it's also enriched their lives. Both family men, they didn't have many Saturdays off when they worked at the bigger dealerships. Now they alternate Saturdays in addition to

enjoying the relationships they make with customers.

"We love our jobs," Flanagan said.

"We make sure we're there for all your automotive needs when you buy a car from us."

— Jeff Flanagan
CO-OWNER,
BURNVILLE MOTORS

"And the referral business has been strong. We have families we've sold 20 cars to."

"It's not like going to work anymore," Gersich added.

Flanagan and Gersich say they're confident their business will be around 10 to 15 years from now.

They believe that by making customer satisfaction their top priority and not the almighty buck, they're ensuring their own success.

"Trust is something that's earned. We



Burnsville Motors includes a full automotive service department to take care of customer's automotive needs down the road.



Burnsville Motors showroom sports the look and feel of any franchise dealership. It includes a customer lounge area designed to make customers feel welcome.