

PEOPLE

People come first at D&M

“At D&M Leasing,” says Joe Graber, “people come before products or profits”

By Bob Rountree
Southwest Bureau of American Success Stories

Dallas, Texas—Joe Graber, General Sales Manager of D&M Leasing was featured recently on a live broadcast of *American Success Stories* originating from the 100,000-watt studios of KWRD-FM the WORD 94.9.

A wide-ranging interview was heard worldwide in live simulcast on thewordfm.com. Under discussion was the relative importance of how companies deal with “people” in the new technological economy.

People time

“For over 20 years,” Mr. Graber began, “people have thought that D&M Leasing has been in the business of leasing vehicles—and, of course, we are—but, to a far greater extent, we are, first and always, in the *people* business.”

Why is that important to you? “Especially these days,” he said, “when it would be easy to get caught up in high-tech, there is still no more important element in our business, or any other business, than the *people* of that business.”

“At D&M Leasing,” he said, “technology serves us well—but, primarily, by allowing us to have more time with the various *people* with whom we work.”

How so? “There are three component parts to our business: people, products and profits. You can’t leave any of them out and you can’t mix up the priorities. They must always be dealt with in *that* order because everything, ultimately, comes back to the people involved.”

“If you treat people right,” Mr. Graber continued, “you can then access excellent products as you build relationships with your suppliers and vendors. When those products are delivered into the marketplace, as we try to do it by adding unique value to them, a reasonable profit is the inevitable result.”



Joe Graber, General Sales Manager of D&M Leasing was featured recently on a live broadcast of *American Success Stories*. He spoke about the priority of being in the “people business.”

“Come right in”

What people? “At D&M Leasing, we interact with three groups of people on a daily basis: employees, vendors and the most valuable people who will ever walk through our doors: our customers.”

How do you work with each group? “Our employees represent who we are at D&M Leasing. Every time one of our employees answers the phone, greets a customer in person, takes a delivery from a vendor or interacts with a fellow employee, every word we say and every action we take tells people who D&M Leasing really is.”

How do you choose your employees? “Very carefully. Things they need to know about the leasing business can be learned with the proper training.

“But, the things they know about people is what we look for. Will this person go out of her way to make things pleasant for our clients? Will he do *more* than he says? When I hear someone on the phone with a client, would I want to be the client?”

“As our customers and vendors get to know the members of the D&M Leasing staff, the one thing they consistently mention is how much our staff really *cares* about people. That is important to me.

“So, we start our selection process on that basis.”

Make it happen

“Does this person really care about people? How do they get along with others? Do they have a happy, optimistic outlook on life? Do they have a ‘we can make this happen’ attitude?”

How important are these things to your business? “Our employees *are* D&M Leasing. We are like a family. We learn together. We work together. We grow together—and that’s why we have stayed together so long.”

Where do your vendors fit in? “With every set of car keys we deliver, there are valuable people behind the scenes who played an important part in that transaction.

“Our valued dealer network, each factory representative, each person who makes sure the paperwork is handled correctly—all these people contribute to the track record of success we have

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—Joe Graber, General Sales Manager of D&M Leasing commenting on the value of customer service

enjoyed through the years. They have helped us to deliver excellent products to the growing base of repeat customers we serve.”

And how do you treat customers? “Our customers are like family members to us because we enjoy such long-term relationships with them. Most of what we do is repeat business on referral-based relationships. We deliver what our clients want—they keep coming back.”

Outstanding service

What’s the bottom line? “What are we here for? As a business, we choose to differentiate ourselves based on outstanding service to our clients.

“Our job is very simple: We train our people to serve the best interests of our clients. We are—first, last and always—in the *people* business.

“Every time someone gets in a new car and turns the ignition on, the sweetest music we ever hear is when they say, ‘I am so glad I called D&M Leasing.’”

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