



THEY ALL COME IN CARS

Charlie's Dodge, Inc.
Dick Barchick, President
Maumee, Ohio

When Dick Barchick, president of Charlie's Dodge, Inc., visits a restaurant in Maumee, Ohio, he knows that there are potential automobile customers at every table, including the waiter or waitress. "They all come in cars," said Dick. "Initially, I don't tell a stranger what I do for a living. I'm always friendly, and I ask a lot of questions and then listen. When a person tells me that he or she is looking for a car, I am proud to tell them that I work for Charlie's Dodge. Some have said that they would like to meet Charlie. That's when I tell them I am Charlie."

Charlie's Dodge is one of the most successful Five-Star Daimler-Chrysler dealerships in Ohio. It has won numerous awards. Recently, Charlie's Dodge had a major facelift and expansion. "I believe we have been successful because of the way we do business," said Dick. "I started selling cars with Joe Grogan in 1959. Later, Ed Lishewski, Chuck Floyd, and I started Charlie's Dodge in 1977. We all had an excellent working relationship and developed the dealership into what it is today.

"Through the years, I learned that honesty, persistence, and customer service set salespeople apart from one another. As the old saying goes, 'The music is the same, but the tune is different.' I learned from John Savage, who I went to school with, that attitude is what makes a great salesperson. People who are positive, down-to-earth, and hard working are going to do their best."

Dick said he began buying insurance from John and now works with Tim Toland and Bill Kanary. "Our dealership has had a long-term relationship with Savage & Associates, Inc.," said Dick. "The associates at the firm have provided us with insurance for our business and personal planning for me and several others here. They have done an excellent job for us. Their firm also has an excellent reputation in the city. They offer good quality products—life insurance and investments. They also have been good customers. Many Savage & Associates' employees have driven Dodge cars and trucks through the years."

Dick points out that the Savage organization and Charlie's Dodge have a lot in common. "We both meet people's needs and we serve them to the best of our ability," said Dick. "People want to work with others who have a great reputation and back their products. That is why our customers are loyal to us."

