

YOUR BEST LEAD SOURCE IS ALREADY ON YOUR PAYROLL. IT'S JUST NOT TURNED ON.

48% of car buyers say social media influences what they drive off in — and almost none of that traffic has your store's name on it. Meanwhile, you pay more every year to rent the same leads as every store in town. RFW Training turns the people you already pay — **the sales floor and the service drive** — into a lead engine that brings buyers in asking for your store by name.

WITHOUT **buying another lead**, hiring an agency, or spending a dollar on ads.

150+

dealerships trained

1,000+

car salespeople coached

1.5M+

followers Russ built from
the showroom floor

\$0

per-lead cost — leads
your store owns

Why you're holding this: someone on your team looked into this and thought it was worth five minutes of yours. Start with the math on page 3 — if it doesn't beat your current lead bill, toss this and keep doing what you're doing.

THE STORY

BUILT ON A SHOWROOM FLOOR, NOT IN AN AGENCY



Russell Richardson

Founder, RFW Training · #1 Social Media Trainer For Car Sales

Russ started as an average rep at a small-town Lincoln dealership, chasing the same leads as everyone else. When business got slow, he tried something different: posting honest, funny car-sales content online. The videos took off — customers started walking in asking for him by name, and he built a following of over 1.5 million across platforms. Today he trains for a living, handing that exact system to dealerships — **so it's not one viral rep, it's your whole store.** There is no paid way out of paying for leads. The only lead source you can actually own is your people.

REAL RESULTS FROM REAL DEALERS

REAL STORES. REAL NUMBERS.

CASE STUDY · LONG LEWIS FORD · ALABAMA

RFW trained about 180 people across the dealer group. One campaign did over 4 million views on TikTok — views turned into inquiries, inquiries into credit apps, and credit apps into 60-plus car sales. Within 90 days, **social had become the store's #1 lead source — and they cancelled their third-party lead vendors.**

"As a VP I cared about one thing: does it sell cars? It does. Our people built real local followings and the deals followed. This is a management play, not a side hobby."

Dustin Collins (The Car Father)

Vice President, Bill Kay Auto Group

+15-20 DEALS / MO

"This reinvented our dealership. We are doing 15 to 20 extra deals every month now, all from content the team makes themselves."

Zach

Sales Manager

7-STORE GROUP

"Everybody I know that Russ knows has said he made a difference in their store."

Jay Nelson

Executive, Coleman Auto Group

72 CARS · 90 DAYS

Sunrise Ford sold 72 cars in their first 90 days — straight from social media.

Sunrise Ford

First 90 days on the RFW system

WHAT IT'S WORTH TO YOUR STORE

THE MATH A GM CARES ABOUT

Start with a floor so conservative it's almost unfair to the program — then look at what students actually report.

+3

units a month per posting rep. The floor, not the ceiling.

\$52.5K

a month with just five posting reps, at \$3,500 blended gross

10+

units a month students typically report once they get going

\$0

per-lead cost. No media budget. No vendor bill.

Every store's math is different — reps, gross, market. **The 30-minute audit runs it with your numbers,** next to what you're paying vendors today.

Illustrative, not a guarantee — results vary by store, market, and effort. Examples are from real students and are not typical or guaranteed.

WHAT'S INSIDE

FOUR TRACKS. ONE SYSTEM. YOUR WHOLE STORE.

300+ Videos · **20+ Modules** · **New Lessons Added Regularly**

TRACK 01 · SALES

The Floor

The full system for sales reps: profiles, what to film, the hook library, your first 10 videos, the weekly system, and growing a following that books appointments.

11 modules · with Russell Richardson

TRACK 02 · SERVICE

The Service Drive

Built for service advisors and fixed ops — turning them into trusted local names that pull in repair and maintenance business, not just car buyers.

5 modules · with Austin Conroy (DealerPlateGuy)

TRACK 03 · MANAGEMENT

Owners & GMs

Why this works, how to lead the culture, and the systems and roles to roll content out across the whole store — and keep it running without you.

4 modules · with Russell Richardson

THE VAULT

On-Demand Library

Deep dives on editing, live streaming, profile optimization, growth, engagement, routines, and strategy — ready the moment a rep needs them.

12+ topic libraries

Plus **weekly live Zoom coaching** with Russ and the coaches, and a **private, coach-led community** where your team posts videos for review and sees what's selling cars right now.

HOW IT WORKS

YOUR STORE'S NEW **LEAD ENGINE** IN 4 STEPS

01 • WEEK 1

Train The Store

Written social policy and compliance guardrails go to leadership first — nobody posts before the rules are in. Then every seat gets a role-based track, from camera-shy to camera-ready.

02 • WEEKS 2-4

Post With Purpose

Plug-and-play hooks, templates, and posting formulas — not inventory photos, which is why social didn't work last time. First local views and DMs land here.

03 • DAYS 30-60

Go Local-Famous

Weekly live coaching keeps reps posting after the novelty wears off. Your managers get a scoreboard, not a second job, and the town starts recognizing your store.

04 • DAY 90

Buyers Ask For You

Inbound DMs and walk-ins request your reps by name. Social shows up in your CRM, measured in appointments and sold units.

QUESTIONS DEALERS ASK

We already buy leads and have a marketing team — why this?

Bought leads get more expensive every year, and every store in town competes for them. This is a lead source your dealership owns, at no cost per lead. It complements your marketing team — what it replaces is your lead vendors.

What if our reps are camera-shy?

That's the most common starting point — Russ was too, and so were students now selling 30+ cars a month. The early modules take a rep from never-posted to camera-ready, step by step.

What happens on the call?

A free, no-pressure 30 minutes. We map where your store gets leads today and what each source actually costs per sold unit. If it's a fit, we talk next steps. If not, you keep the plan.

READY TO TURN YOUR FLOOR INTO A **CONTENT MACHINE?**

The next step is a **free 30-minute Lead Source Audit**. We map what every lead source actually costs you per sold unit, then show you a 90-day rollout next to those numbers. You keep the audit either way.

THE 90-DAY GUARANTEE: if your store isn't selling cars from social within 90 days, Russ coaches your team personally — free — until it is. Claimed zero times across 150+ dealerships.



GET YOUR LEAD SOURCE AUDIT

POINT YOUR CAMERA AT THE CODE • RFWTRAINING.COM

The first store in a market to do this owns the attention — and in most markets, that store hasn't been decided yet.

RFW Training is an educational program that teaches car sales professionals and dealerships how to generate leads using social media. The results, deal counts, follower numbers, and income figures shown are from real students and are not typical or guaranteed. Your results depend on effort, consistency, market, and other factors. Nothing here is a guarantee of sales or income. Not affiliated with or endorsed by TikTok, Instagram, Facebook, YouTube, or Meta Platforms, Inc.

Questions? Email the RFW team at info@rfwtraining.com