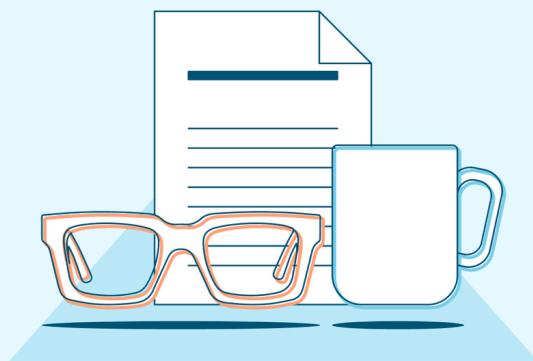


Red Mountain Motors Case Study



Darla's Transformation Journey

From Stay-at-Home Mom to Business Leader

Darla Trendler stood at a crossroads. With her youngest child heading off to college, she faced a big decision—should she take a traditional job with benefits or dive headfirst into her husband's automotive business?

She chose the latter.

"I thought I was just going to come in and change everything overnight. It was just going to be this easy thing, and it just hasn't been. It's just been really hard."

The reality hit fast. While the business had reached some level of success, it had no real systems in place. Leads were slipping through the cracks. The sales team had no structured follow-up process.

"This guy was calling someone one time. And if they didn't answer... that was it. I mean, we were paying thousands of dollars for these leads. And I came in like, 'No, we can't do this.'"

Darla knew things had to change. She dove into Lean Marketing Accelerator, determined to build a real, scalable marketing and sales engine.

With expert guidance, hands-on coaching, and a high-level strategy, she tackled the biggest problems in the business—one step at a time.

The Challenges

A Business in Desperate Need of Systems

Darla quickly saw the **glaring gaps** in the business's marketing and sales process:

- ⚠️ **A Website That Wasn't Converting:** The existing website did not effectively convey the dealership's value proposition.

"We had a website, but it wasn't clear what made us different. We needed a stronger message to connect with potential customers."

⚠ **No CRM:** Customer information was scattered, making it impossible to track leads properly.

"Our sales were happening, but we didn't have a system. We weren't tracking leads efficiently, and follow-ups were hit or miss."

⚠ **Inconsistent Sales Process & Wasted Leads:** With no standardized approach, opportunities were slipping through the cracks.

The Solution

The Lean Marketing Accelerator: A Clear Path to Success

Determined to turn things around, Darla joined the **Lean Marketing Accelerator**. The program gave her exactly what she needed:

- ✅ **A Clear Strategy** – No more guessing what marketing tactics to try. The Lean Marketing team laid out a prioritized action plan.
- ✅ **Expert Guidance** – From weekly **group coaching calls** to hands-on support, Darla wasn't left figuring things out alone.
- ✅ **Community & Accountability** – Connecting with other entrepreneurs helped her stay on track and avoid common pitfalls.



Transforming the Website: A Complete Overhaul

One of the biggest defining moments for Darla was **revamping the company's website**. With Lean Marketing Accelerator's **SOPs and expert copywriting guidance**, she transformed the site from a basic online brochure into a high-converting marketing tool.

"I knew our website wasn't working, but I didn't know how to fix it. Through the program, I got access to frameworks, templates, and copywriting expertise that made the process so much easier."

With the right messaging, structure, and strategy, her new website:

- 🎯 **Clearly Communicates Their Unique Value** – No more confusing, generic messaging.
- 🎯 **Guides Visitors to Take Action** – Optimized calls to action now lead to more inquiries.
- 🎯 **Positions the Business as an Industry Leader** – A polished, professional website builds credibility.

"Emma was incredible. She helped me craft a message that actually connects with people. Now, when someone lands on our site, they know what makes us different."

Ongoing Coaching & Support Made All the Difference

One of the biggest critical advantages? The community, coaching, and accountability.

Darla wasn't left to figure things out on her own. She had direct access to 12+ weekly group coaching calls, dedicated Slack support, and personalized strategy sessions.



*The coaching calls were HUGE for me.
Anytime I had a question, I got real answers from real experts.
And Nate kept me focused when I felt stuck.*



Darla Trendler

Co-Owner / Marketing Manager

Plus, being part of a community of other business owners in the program gave her fresh perspectives and ideas she wouldn't have thought of on her own.

"Hearing what other business owners were doing gave me a ton of ideas for my own business. It kept me motivated and thinking bigger."

A Powerful Catalyst: Direct Access to External Experts

One of the biggest surprises for Darla was the direct access to world-class experts inside Lean Marketing Accelerator—something she hadn't expected to be so impactful.

A standout moment came during a **sales clinic with Usman**, a sales expert who led an intensive session focused on refining outreach and follow-up strategies.

"I found his advice to be incredibly helpful. First, it was helpful to be in the call and listen to what he shared for others. I felt very lucky to be able to access his knowledge."

Usman's feedback on **voicemail strategy** was a turning point. He provided specific, actionable recommendations on how Darla's team could **leave better voicemails to increase callbacks and engagement**.

"After the call, I revamped my SOP and added voicemail scripts based on Usman's suggestions. In our weekly sales meeting last Friday, I gave the new scripts to my salesmen (who are both new). We listened back to recent voicemails they have left and they critiqued themselves based on the new scripts and we also role-played. It was a big success."

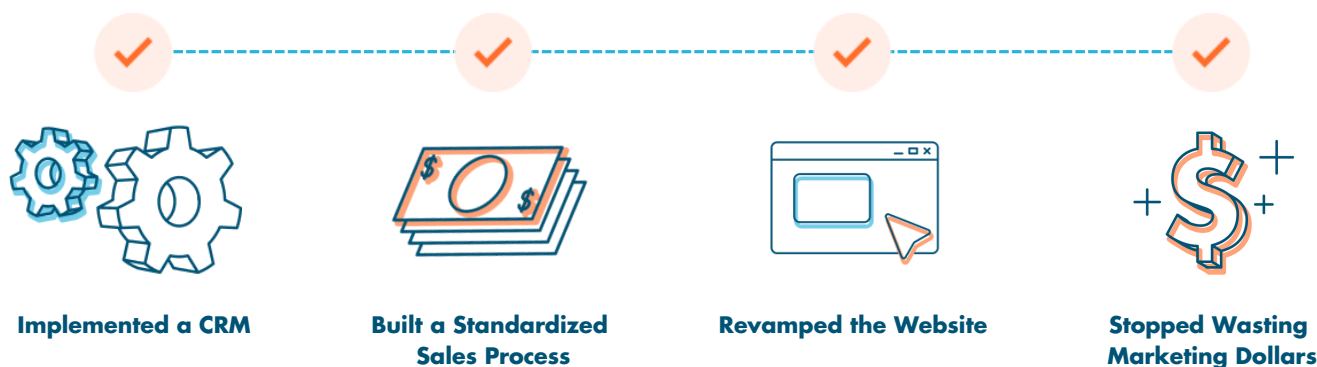
This level of **real-time expert coaching** was a game-changer. Not only did it give Darla and her team **immediate, tactical improvements**, but it also reinforced the **high-level strategic thinking** Lean Marketing Accelerator instills in its members.

"Overall, I really liked the way Usman handled the call and made sure everyone got time to ask questions. He was great at redirecting and getting to the point. I will definitely go again."

Transformation

A Fully Systemized Approach to Marketing & Sales

With Lean Marketing Accelerator's support, Darla **built a real marketing and sales system** inside the business:



🔥 **Implemented a CRM** – No more lost leads. Everything is tracked.

🔥 **Built a Standardized Sales Process** – Calls, follow-ups, and voicemails are now **structured and effective**. The team is closing more deals.

🔥 **Revamped the Website** – The business now has an optimized, lead-generating website that **works 24/7** and clearly states its unique value proposition.

🔥 **Stopped Wasting Marketing Dollars** – Every lead is now **nurtured properly** instead of falling through the cracks.

What's Next? Expanding with Confidence

For the first time, Darla feels **in control of the business's marketing and sales process**. What once felt overwhelming and chaotic is now structured, strategic, and scalable.

By implementing the frameworks, guidance, and expert insights from Lean Marketing Accelerator, she has transformed not only the way the business operates, but how she sees herself as a marketing leader as she plans to expand the business, focusing on her service offerings.

Conclusion

Key Takeaways

- 💡 **Marketing doesn't have to be random.** Before joining the Lean Marketing Accelerator, Darla was trying things here and there—but nothing stuck. With a fully systemized approach, she finally had structure, clarity, and confidence in the moves she was making.
- 💡 **Outside expertise unlocks inside growth.** Access to experts gave Darla high-level insights she could instantly apply—like upgrading voicemail scripts that actually moved the needle for her sales team.
- 💡 **Small hinges swing big doors.** Simple actions—like installing a CRM, creating SOPs, or optimizing a voicemail—had massive downstream effects on operations and sales performance.
- 💡 **The right strategy changes everything.** From revamping her company's website to building out an internal marketing engine, Darla gained the tools and mindset to lead the business.
- 💡 **You don't have to do it alone.** Community, coaching, and continuous support made all the difference. "This program gave me way more than I expected. I didn't even know what I didn't know."



Ready to Build a Marketing & Sales System That Works?

Darla's success is proof that marketing doesn't have to feel overwhelming—you just need the right structure, support, and strategy.

If you're tired of guessing, wasting money, and feeling stuck in "random acts of marketing," **Lean Marketing Accelerator** is here to help.

Let's build your marketing engine together.

👉 See if you qualify for the Lean Marketing Accelerator today [here](#).

Reach Out

Scan this QR code to
book a call today

