

Business profile



Patterson Cheney new vehicle sales manager Joel Dabrera and his sales team jump for joy at their record breaking sales month. 170063 Picture: STEWART CHAMBERS

Drive to succeed

More than 200 new cars drove out of the Patterson Cheney Toyota yard in June, a record breaking month for the Dandenong dealership.

The sales team delivered 207 new cars to customers and the used car team sold another 60 vehicles.

The finance team wrote \$3.8 million in loans. Corolla, Hilux and Camrys were the most popular models with new car customers.

"It was our biggest June ever," new vehicle sales manager Joel Dabrera said.

Mr Dabrera said the end of financial year sale was an unqualified success for Toyota Australia.

"And we played a massive part in that achievement," Mr Dabrera said.

He thanked the Greater Dandenong community for its support and said the record-breaking month had produced a "massive" flow-on effect throughout the Patterson Cheney group.

"The support we got from servicing and parts was terrific. We couldn't have got there without those guys. The effort was right across the business."

It's a sentiment echoed by CEO Cameron Bertalli.

"I'm so proud of our entire team in reaching this goal, we are a proud business that really enjoys our community so a big thank you for all of your support," Mr Bertalli said.

"We truly value our employees' contribution, every apprentice, technician, support staff, warehouse team, sales team, service team and the parts team have directly impacted on this success, so thank you.

"Patterson Cheney Toyota is a part of the Patterson Cheney group which has Holden, Honda, Mercedes-Benz, Isuzu and multiple truck brands which have all had a very successful year."

To celebrate the bumper result, Mr Dabrera is organising a night out for his 25 strong sales team.

"It's to say thank you. So many hours are put into creating something like this."

Mr Dabrera said Patterson Cheney prided itself on the diversity of its staff, with sales employees from a wide variety of backgrounds including China, Vietnam, Cambodia, Fiji, Sri Lanka, Laos, Greece and Bosnia.

Patterson Cheney is at 200 Cheltenham Road, Dandenong.

For the new car division, phone 9215 2200.

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BUSINESS SOUTH-EAST

Contact centre jobs call

By Casey Neill

Patterson Cheney has created 15 new jobs in Dandenong.

The Dandenong Street contact centre should grow to 30 employees in the next 12 months.

Intellicall directors Robert Zima and Jesse Green started working on the call hub in February.

They were due to switch over the first lines by Friday 7 July, and will stick around until the end of the year to finish the move.

"They've really welcomed us as part of the family," Mr Zima said.

"They're one of the more progressive automotive companies."

Mr Green said the centre was the most advanced of any he'd been to.

"It's a one-stop shop. We handle all types of calls," he said.

"We're not an answer and transfer service.

"We actually take the call and we manage it from beginning to end.

"The guys have had almost four weeks of training."

Contact centre manager Michella Vornovaty and her team are now taking "inbound calls for our service and sales departments for both Toyota and Isuzu trucks and utes".

The other dealerships - Honda, Holden, Mercedes-Benz, RaceSport, Man, Western Star Trucks and Dennis Eagle - will come on board in coming months.

Previously, reception at each dealership fielded these calls. Ms Vornovaty said this system would provide more consistency.

"I guess we really want to set ourselves apart



Intellicall director Robert Zima, Patterson Cheney managing director Cameron Bertalli, Intellicall director Jesse Green, contact centre manager Michella Vornovaty and Patterson Cheney CFO James Tsorlinis.

from other dealerships and stand out," she said.

She said all staff members lived locally, with some able to walk to work and many ditching long train and car journeys.

Patterson Cheney started when Mr SA Cheney became an assembler of US vehicles in 1915.

Bill Patterson bought into the business in 1972 and it's been known as Patterson Cheney ever since.

The Bertalli family now owns the company, which is one of Australia's largest car and truck

dealer groups and employs about 650 people.

That's set to grow with the new Waverley Mercedes Benz.

The company's Dandenong operations were originally in Lonsdale Street and a truck dealership was just behind the post office. These combined in 1983 on the current Cheltenham Road site.

Mr Zima urged people to visit www.pattersoncheney.com.au/careers for new contact centre positions.