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**December 2nd 2019: Talk Your Way to 7 Figures:
The Power of Positivity in Business**

In this episode of Breakthrough, host Sara Roach Lewis talks with seven-figure earner Tammy Roach (yes, there is a family connection!) about her bold ambition to become Prince Edward Island's first woman to own a car dealership. In fact, her dealership, Charlottetown Mitsubishi, is only one of a handful of women-owned dealerships across Canada. Tune in to hear how Tammy raised the multi-million dollar capital she needed to purchase the dealership in just three days and how her strategy for securing these high investors stemmed from positive self-talk. Tammy also shares with Sara what it's like

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Featured Guest



Tammy Roach

Tammy Roach is the Dealer Principal at Charlottetown Mitsubishi. In less than six months, they've sold 100 cars and skyrocketed to the fifth highest performing Mitsubishi dealership in the country. After 20 years in the industry, she took a leap of faith and designed and built a 24,000 square foot dealership becoming only one of a handful of women owned dealership in the country. She started out as reception/bookkeeper/service writer, spent five year as a Comptroller, then Fixed Operations Manager (service/parts/detailing manager) for 5 years and then onto General Manager for another 5 years. She attributes her success to empowered staff who focus on customer service above all else.

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