

West End Sports, Beresford, N.B. a Yamaha Platinum Dealer

The New Brunswick Federation of Snowmobile Clubs (NBFSC) has learned that Mr. Guy Haché, owner and proprietor of West End Sports in Beresford has achieved Yamaha Motor Canada's most prestigious recognition of business excellence, as a Yamaha Platinum Dealer.



Yamaha Canada has a Five Star dealer program which has four distinct levels (Bronze, Silver, Gold, and Platinum). Each level has distinct qualifiers with the Platinum Dealer level the hardest to achieve. Platinum Dealers consistently display unsurpassed technical knowledge and guarantee the highest possible level of service attainable. Platinum Status is only awarded to Dealers who reach stringent benchmarks set by Yamaha - and that includes achieving high scores in our customer surveys reports.

Every customer who purchases a Yamaha product receives a sales and service survey, so Yamaha's customers have a big say in the accreditation of their Dealers. Platinum Dealers must exhibit not only a high level of technical expertise and operate with the best working practices, but must also exceed expectations in all areas of the business including spare parts, sales and service. Yamaha's best dealers are judged on their ability to deliver high levels of customer satisfaction across the board.



In all of Canada, there are only nine (9) Yamaha dealers that have achieved the status and recognition earned and bestowed upon the **West End Sports** team and staff assembled by Guy. To achieve the Platinum Dealer level a franchisee must be exclusive with Yamaha (no other brands at all), have a very high CSI level, and be the top performing exclusive Five Star dealer in their province. The fact that this honor went to **West End Sports** demonstrates a true team effort, for the status cannot be accomplished without the entire staff buying in to the plateaus as each individual will in some way affect the outcome.



Propriétaire / Owner

Guy Haché

Comptable & Contrôleur / Accounting & Controller

Sylvain Arseneau

Ventes & Financement / Sales & Financing

Stéphane Gauthier – *Ventes / Sales*

Lisa Frenette – *Financement and Réceptioniste / Financing and Receptionist*

Pièces / Parts

Mario Cormier

Stéphane Boudreau

Marcel Jagoe

Technicians / Techniciens

Gilles Haché

Gino Haché

West End Sports is located at 1327 Main Street, Beresford, N.B., Canada. Their home, the beautiful Chaleur region of New Brunswick has a vast array of winter and summer trails and outdoor facilities for all your motorsports needs. Committed to delivering superior customer satisfaction, **West End Sports** is a premiere motorsports resource in our Province.



For you snowmobilers the neighboring city Bathurst is not called “The Snowmobile Capital of New Brunswick” for nothing. **West End Sports** is your only Yamaha Five Star Dealer, now a Yamaha Platinum Dealer with a small town attitude.

On behalf of the NBFSC’s 52- community based volunteer snowmobile clubs and provincial volunteer Board of Directors we wish to add our voice of congratulations to Guy and team at **West End Sports**.

