

THE #1 THING TO LOOK FOR IN YOUR NEW CRM

Hint: It's not in the feature set.

VinSolutions
Make every connection count.

So, you're shopping for

A NEW CRM FOR YOUR DEALERSHIP.

CONGRATULATIONS!

You've probably started your list of musts: It must integrate with your existing platforms, so you don't lose data or momentum. It must uphold or improve your processes, so your customer experience doesn't take a negative hit. But the most important must of all: **It must make you perform more profitably.**

So when you start getting serious about your CRM selection, ask the hard questions every software provider worth their salt should be ready to answer. Ask them about Performance Management.



A Performance
Manager makes

**YOUR PERFORMANCE
THEIR TOP PRIORITY.**

Without a Performance Manager a CRM is only software. You need that software to come with a person who understands your goals and shows you how the software will help you get there. And with that said, don't settle for anything less than a Performance Manager with real industry experience. They should know the ins and outs of the business, just as deeply as they know the ins and outs of the software.

Together, you and your Performance Manager will look at where you are now, decide where you want to go, and agree on a CRM strategy that'll get you there. So as you're evaluating options, make sure you feel comfortable embarking on a ground-up journey with your new partner.



They help you **BUILD THE FOUNDATION**

If your staff doesn't know how to properly use the CRM — and isn't enthusiastic about using it — you'll lose out on valuable opportunities: Opportunities to create better processes, improve your customer experience, add and retain customers, and ultimately make more money.

With a solid foundation in place, you can hold yourself and your team accountable for using your new CRM to its maximum potential, for maximum ROI.

PREPARING YOUR PEOPLE FOR CHANGE

One of the first things your Performance Manager should help you do is appoint a person or team to help manage the change. You need someone to champion the software and motivate the team to use it.



FACILITATING IN-PERSON TRAINING

Early trainings are critical to better performance because they ensure correct and consistent usage across the dealership. The last thing you want is to lose opportunities and money because of something as avoidable as insufficient training.



Then they **DIG INTO YOUR DATA.**

You know what they say about data-based solutions: “Garbage in, garbage out.” A Performance Manager will help you ensure you’re collecting good, clean data, so you’re producing the most accurate reporting — and the most profitable results.

Your Performance Manager will help you tailor the info-gathering process to best work with the way YOUR dealership works. They’ll also help you spot red flags that could indicate data-capture problems.

FOR EXAMPLE, if your CRM program is reporting high closing ratios from your salespeople, it could be a good sign — but it could indicate that only the most promising leads are being entered into the CRM, and better collection of all lead information is necessary. After all, you can’t cultivate less-promising-looking leads and turn them into eventual buyers if they aren’t in the system!

They put your

PROCESSES TO THE TEST.

You like to work the way you like to work. But are you working in a way that makes money? Your Performance Manager is there to help you find out.

A surprising number of dealers blame process rot on a CRM. But sometimes process rot is the result of processes that are overly complex. Or, they don't cover the entire relationship with a customer ... like that dreaded drop-off at the point of sale. Or, they simply aren't upheld and enforced by management, so they start to seem optional. Processes empower a CRM, which can in turn empower your dealership to perform more profitably.

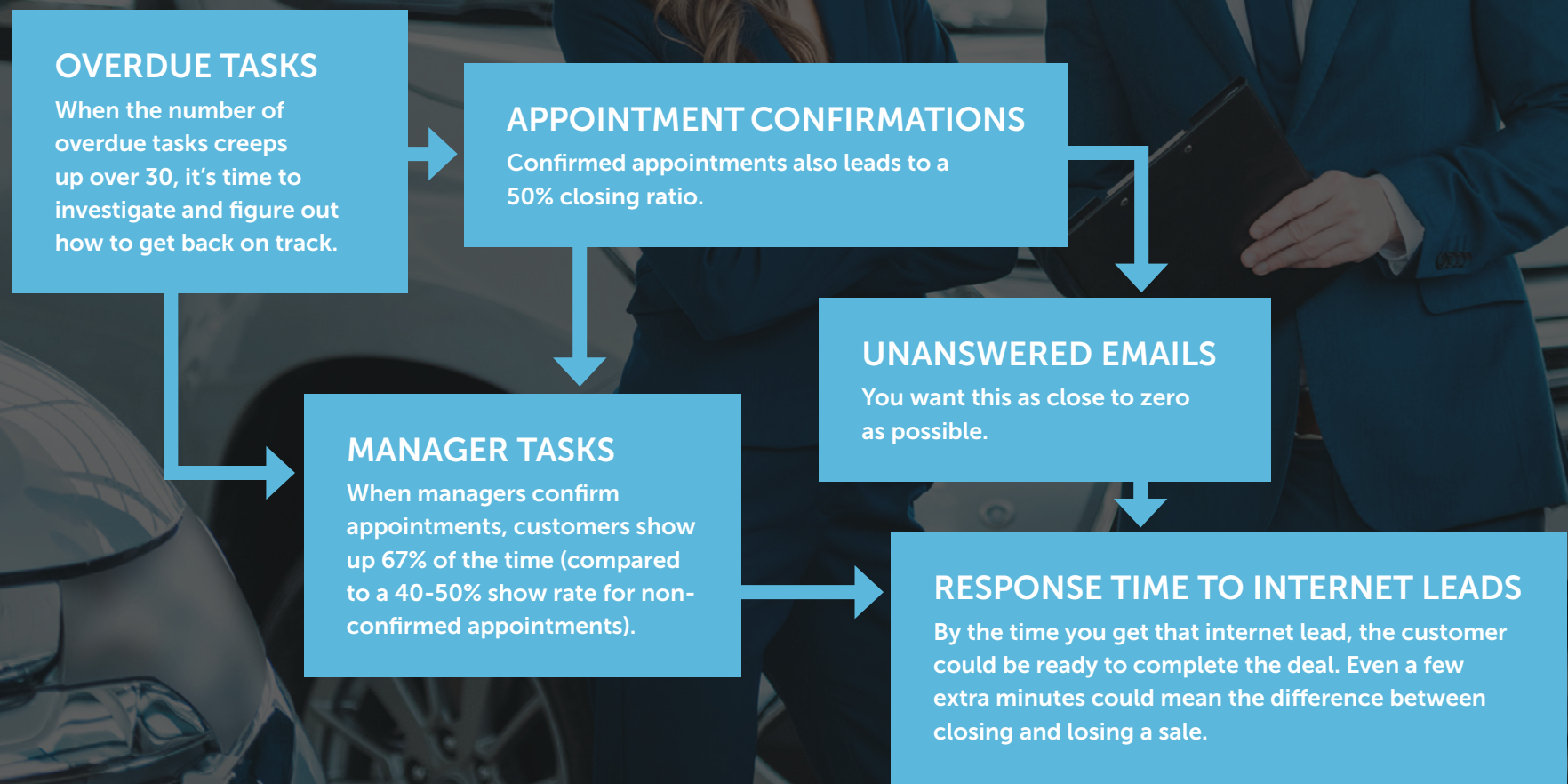
A Performance Manager will start by assessing your processes and giving you that reality check, before addressing how well your CRM is supporting you.

A background image showing two business professionals in a meeting. A man in a light blue shirt and striped tie is looking at a woman whose back is to the camera. The man is holding a laptop. The image is dimmed to allow text to be overlaid.

Then they help **CREATE ACCOUNTABILITY**

One of the most important things your Performance Manager will do is help identify the key CRM metrics for your dealership and build reports. Reporting equals accountability, so managers should review the reports daily to gauge data accuracy and look for red flags.

Here are a few of the
**KEY METRICS YOUR PERFORMANCE MANAGER
CAN HELP YOU INTERPRET AND MONITOR:**



A man with glasses and a beard is talking on a mobile phone. He is wearing a light blue button-down shirt. The background is a blurred office environment with a desk and a computer monitor.

They customize your **CUSTOMER INTERACTIONS.**

In this modern, digital age, EVERYONE expects to receive tailored, personalized messages. Therefore, your marketing campaigns have to be razor-sharp and speak to exactly where your customer is in their car-buying journey.

Your Performance Manager will help you understand how the CRM can help you customize communications based on where and how a lead was generated, what phase of the buying cycle the customer is in, and other important variables.



And finally, they

FUTURE-PROOF YOUR DEALERSHIP.

A culture of continuous improvement is vital in a dealership, especially when the auto and digital landscape is changing so quickly. There is always something new to learn and adapt to. Knowing what's on the horizon and how to tailor your strategies to embrace the change will set up you and your team for successful selling.

Your Performance Manager will help your team stay on top of emerging tech developments and changes within the CRM tool, so that you are always up-to-speed and able to make the most of your customer connections.

Conclusion

A CRM is an incredible tool that can help your entire dealership work together more effectively, keep better track of leads and customers, and sell more vehicles and services.

But to get the most out of it,

**YOU NEED THE
STRONG SUPPORT
OF A PERFORMANCE
MANAGER.**

When you go with VinSolutions Connect CRM, you also get the ongoing guidance of a highly experienced Performance Manager who is both a retail automotive expert and a VinSolutions Connect CRM expert.

With their help, you can achieve extraordinary sales success!



Want to Learn More?

To find out more about VinSolutions Connect CRM—and our expert Performance Managers—visit the VinSolutions booth at NADA!

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