

BUILDING BETTER CONNECTIONS

THE MOST SUCCESSFUL DEALERS ARE THE ONES WHO KNOW HOW TO ENGAGE MODERN CUSTOMERS.

They don't make guesses.

They don't trust their gut.

They diligently measure five CRM metrics, and they manage their teams to excel at all of them.



THE BEST-IN-CLASS BEHAVIORS

Distribute leads fairly and evenly across your team.

Hire more sales reps if everyone is maxed out.

WIN MORE CUSTOMERS THAN YOUR COMPETITORS!

Choose the right communication channels for your choosy customers.

Reach out when it's convenient for them (don't tempt them to ignore your call!).

A 10% BOOST CAN LEAD TO 36 MORE SALES PER YEAR!

Simplify your follow-up processes. Hold your team accountable.

TURN LEADS INTO TRUSTING CUSTOMERS!

Send polite reminders.

Make sure they know their sales rep.

ELIMINATING NO-SHOWS COULD DOUBLE YOUR SALES!

Schedule their first service the day they buy a car — even provide incentives.

Do a service walk-through to build trust.

BOOST OVERALL RETENTION AND REVENUE PER CUSTOMER!

THE BASELINES



10 MINUTES

Responding to your online leads in this window of time makes them **3x more likely to visit your dealership.**



50%

If that goes lower, so do your sales!



LESS THAN 30

If that goes higher, you lose potential buyers.



100%

A simple call can sell up to double the amount of cars per year!



30%

Sell your service drive at the point of sale, and buyers are **2.3x more likely to return!**

THE BASICS

1

INTERNET LEAD RESPONSE TIME

2

CONTACT RATIO

3

NUMBER OF OVERDUE TASKS

4

APPOINTMENTS CONFIRMED BY A MANAGER

5

SERVICE PENETRATION

NEED HELP BEATING THE BASELINE?

Contact your Performance Manager today for tips on improving these five metrics.

Want to do a self-assessment and see how you measure up? Visit: vinsolutions.com/gimme5

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Make every connection count.