

FINDING SALES SUCCESS WITH INDUSTRY LEADING TOOLS AND AN EXPERT PARTNER

Case Study: Ken Nelson Auto Group

Since 2008, Ken Nelson Auto Group has relied on VinSolutions Connect CRM to keep track of valuable customer data and assist salespeople with the day-to-day tasks contacting new leads. It's been an invaluable tool, made even more essential by the robust reporting dashboards and the dealership's partnership with their Performance Manager.

Evolving at the Speed of Technology

With four separate buildings, Connect CRM serves as the central hub for Ken Nelson Auto Group. It gives salespeople an in-depth, big-picture look at each customer—a vital tool for a dealership that has so many repeat and referral customers.

"Connect CRM holds everything for us," said Mandy Hinkey, marketing director for the dealership. "All the information a salesperson could need is all in Connect CRM."

Over the years, Ken Nelson Auto Group has continued to evolve. Sales managers and employees have come and gone, but Connect CRM has always adapted with the dealership, providing both a sense of continuity and a forward-thinking tech partner that is invested in the auto group's success.

"The cool thing about VinSolutions is that Connect CRM changes all the time," Mandy added. "It's always evolving. And our VinSolutions Performance Manager is always finding ways for it to work in the ways we need it to. He's always teaching us something new."

Ken Nelson Auto Group's most-used features of Connect CRM:

- Customized dashboards
- Active leads without future follow-up report
- Cross-brand appointment tracking



Partnering to Sell More Cars

Through regular meetings with their Performance Manager, Ken Nelson Auto Group is consistently able to find new ways to leverage Connect CRM to meet the dealership's ever-evolving needs. They appreciate having a proactive partner who helps the dealership take full advantage of its technology.

"A Performance Manager is someone who makes sure you're getting your money's worth from the system and that you're putting the most into the system to get the most out of it," Mandy said. "Our Performance Manager helps us sell cars."

With real-world industry experience and unmatched technology expertise, the dealership's Performance Manager delivers added value to Connect CRM, so much so that Ken Nelson Auto Group has remained users of the tool for more than a decade.

"There was a time when we were exploring other options," Mandy added. "But one of the main reasons we stayed was because of our relationship with our Performance Manager."

Providing a Tool for Every Salesperson

The auto group uses Connect CRM dashboards to keep salespeople on top of their tasks. With helpful reminder features and an easy way to monitor active leads, each member of the sales team relies on the CRM to connect with customers, many of whom have years of sales records stored with the dealership.

"The Coaching Dashboard in Connect CRM has really helped sales managers improve their one-on-one meetings with their salespeople," Mandy said. "I think when you don't have all your data and activity all drilled down to the point that you do in our dashboards, your one-on-ones could go anywhere. But the Coaching Dashboard really keeps sales managers on track for what their expectations are from salespeople."

The dealership also appreciates how Connect CRM's dashboards are intuitive and easy to understand, giving both new employees and seasoned sales vets the same opportunity to be successful.

"I think there's a lot to be said that we have everyone from a 19-year-old salesperson to a 69-year-old salesperson who all do really well with Connect CRM," Mandy added.



Challenges

- The dealership requires a CRM technology that evolves with the business and meets business needs.
- Sales teams and managers must be able to efficiently stay on top of their tasks.
- New ways to leverage technology are necessary to meet sales goals.

Solutions

- With new updates and features, Connect CRM evolves to meet changing business needs.
- The dealership's Performance Management partner meets regularly with the dealership to explain technology updates and find new ways pursue business growth.
- Helpful dashboard and reporting features help sales staff personalize each customer communication.

Results

- The dealership has adapted and found success with a CRM that's become an invaluable part of its business.
- The auto group's Performance Manager has become a constant through change and integral to business success.

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— Mandy Hinkey
Marketing Director, Ken Nelson Auto Group

Learn how your dealership can drive success with
Connect CRM at VinSolutions.com.