

FEATURED PRESS RELEASE on Automotive Digest.com

February 2015

## **Dealers Now Can Know What Really Happens on Test Drives**

**How:** By using LiveDrive, Next Ups' new Geo Fencing product, just introduced.

### **What does it do?**

Help dealer managers better determine test drive success based on route, time spent and speed, among other factors. LiveDrive will be offered as a standard feature within The Next Up solution, giving the automotive industry unprecedented test drive information.

This new feature helps managers track test drives in real-time and analyze routes, speed and time spent for better closing ratios.

### **Here's how it works:**

Built within The Next Up App, as soon as the geo-fence is broken by a salesperson with a customer, the system automatically starts tracking the test drive. From that point on, LiveDrive will track the route, rate of speed and time spent on the test drive and send the information real-time to Google Maps embedded within The Next Up solution.

### **How your dealer sales team can use this new system to close more sales?**

In addition to receiving real-time information, dealerships can customize the test-drive route and see an overlay map to ensure all salespeople are following the designated directions. After tracking test drive information over the course of an established period of time, dealerships will finally be able to analyze their own individual test drive information to find patterns that help establish higher closing ratios. For instance, that dealership can determine if a certain route yields the same or better conversion rates, or if the amount of time spent on the test drive impacts closing ratios each month. LiveDrive will also ensure all sales representatives are taking the required steps to complete the sale and can be used as a staff safety feature.

### **What is Clint Burns, CEO of The Next Step, saying about Geo-Fencing & LiveDrive?**

“There’s an epidemic happening in our industry and it centers on test drives. As more online researchers hit the lot transaction-ready, salespeople assume the customer is already sold on what they want and will not go on a drive. But skipping such a crucial step means salespeople are missing the biggest value builder available to them.”

“LiveDrive can finally prove the value of a test drive, the one thing that will never physically take place online. Although our industry has changed dramatically over the years, the fundamental basics do not. It is a game changer.”

## **Dealers Now Can Know What Really Happens on Test Drives**

### **What you need to know about The Next Up:**

The Next Up is a Retail Sales Process (RSP) that has proven to make sales teams more effective and increase test drives, write-ups and sales. By combining a closed floor selling system and easy-to-use technology, General Managers and Sales Managers are able to queue up sales leads in the door and level the playing field for their sales staff. The result is more time spent with each lead, increased test drives and higher sales numbers overall. For more information on The Next Up, please visit [www.thenextup.com](http://www.thenextup.com).

**For more information about LiveDrive and to see how it works, please visit [www.thenextup.com](http://www.thenextup.com) for more information.**