

How a Managed Retail Sales Process fixed a disorganized and unstructured open-floor sales policy for #1 Canadian Mercedes-Benz Dealer

The Problem:

The highly successful dealer group always had strong sales and CSI, but it's disorganized and unstructured open-floor sales policy was not delivering the best customer experience or maximizing sales opportunities.

Dealer Principal Jonathan Eltes could not effectively monitor salespeople, ensure all guests were greeted properly, count every opportunity, or react in real-time to what was happening on the showroom floor.

The Solution:

The whole situation changed with The Next Up Managed Retail Sales Process (MRSP). Within a few months, CSI shot up and the dealership was closing sales like never before. The increase in performance is attributed to a round-robin system that encourages salespeople to spend more time with customers and take the proper steps to a sale, and robust reporting that allows dealer management to track activity and sales associate performance in real-time

The Results:

The number one Mercedes-Benz dealership in Canada improved sales by [20%] and increased CSI at the same time with The Next Up.

The dramatically increased Sales and CSI at the Silver Star Montreal location and will now be immediately implemented at the group's brand new Mercedes Benz Brampton location.

What other dealers can learn or benefit from this case study:

The Next Up also gives sales associates the insight they need to accurately track opportunities and closing ratio. Whereas before the majority would estimate a closing ratio that was off by as much as 25%, the system gives each sales associate real numbers.

What you need to know about The Next Up:

The Managed Retail Sales Process (MRSP) has been 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. For more information on The Next Up, please visit www.thenextup.com.