

November 2016

You Can't Find a Car on Your Lot: How Your Dealership Can Stop Losing Sales and Pay for the Solution Within 90 days.

Does this Problem sound familiar?

Your dealership maybe losing 1-2% of your sales volume potential every month because a customer gets frustrated waiting for a salesperson to locate a vehicle on your lot. Time is killing the sale.

How do you find the solution?

You bring in a tracking and flooring solution that offers a product that can reduce the time it takes to locate a vehicle on the dealer lot, increase customer service, increase sales, and complete an audit to minutes instead of days while mitigating risk.

You need a system that can streamline the process and regain those numbers for a dealership,

How would such a system work?

Here's the boiler plate of what the system can do:

A device is inserted into the on-board diagnostics (OBD) port inside the vehicle. Through Bluetooth technology when dealership staff members have an app running on their smartphone, information about the vehicle, including location, time seen, battery level, aging and more, can be uploaded to a cloud server. Authorized users from a dealership can review details about all the vehicles in store inventory that are connected to that dealership through data updated each time someone walks the lot.

How is this device different than other GPS-driven systems?

First off it the most secure, cost efficient system to the dealership, but also notifying the dealership of dead batteries, engine error codes, and decreasing the risks involved using the other systems. The OBD device needs to communicate with a smartphone app, which adds not only to the simplicity of the system but also there is no infrastructure to set up.

What does the CEO of this provider have to say?

"We had to start from scratch," "Security has become a huge factor, and that's why we built this from the ground up with security in mind."

"The system more than pays for itself," "We have typically seen an ROI of 3-4 months. With the ability to find that vehicle quickly for the customer, you not only increase their satisfaction, you provide that extra time a salesperson can spend with that customer."

What can your dealership expect from this innovative solution to lost cars on the lot?

This will increase the sales of a dealership 1-2%, and with the increased satisfaction of the customer F&I sales are easier to make.

With this product, dealer groups are very interested. Dealers want to know what is currently on their lot at any given time and its location, even off site. This product has proven to aid the leaders of the dealership and dealer group with their accounting and sales process.

A host of other institutions as well as audit providers and wholesale auctions about how its tool can streamline the process, eliminate the potential for fraud as well as mitigate risk.

Who is this Upstart Company that is & has changed Lot Tracking Management with OBD technology?

Automap Tracking Solutions

<http://www.automap.us/>

AUTOMAP, LLC

[503.707.9574](tel:5037079574)

Mark Sargeant. Sales & Marketing Manager

