



## **AUTOMOTIVE CX SUMMIT 2017**

### **Significant Takeaways for Presentations from TLS Summit:**

#### **Big Picture Observations & Trend-Spotting from the 2017 TLS Summit**

- There was no talk about the end or decline in car ownership or ride sharing
- New dealer business models based on Math, Discipline, Kiosks, & Believing
- No real use of AI or Machine Learning or Chatbots in dealerships, presently
- Dealers adopting pick & delivery of customer vehicles for service

To see the agenda & presenters at this year's Summits, go to <http://tlsummits.com/>

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#### **Paragon Honda – Brian Benstock**

- Facebook has the greatest impact on dealer new car sales -
- Dealership has plan to 2x Sales by end of 2018 with ParagonDirect
- Car Dealer Model is extinct; New Dealer Biz model emulates Facebook

More of visionary ideas for dealers and Honda at [www.paragonhonda.com/paragondirect](http://www.paragonhonda.com/paragondirect)

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#### **Digital Data Solutions - Graham Line & Kevin Root**

- Algorithms capture car-shopper cell phone data from 90,000 sites
- Programmed algorithm that “knows” everything about researching car shopper
- Spells the end of Sales Funnel and shortens buying gestation period to 9 days.
- Knows color of the Fish, how many, where they are, and what they are doing.

More about how “Pulse” is going to transform auto sales process <http://www.relevateauto.com/relevateauto-grahamline/>

## Significant Takeaways for Presentations from TLS Summit 2017:



### RedCap Valet – David Zwick

- Out of the Store Experience for auto customers being adopted by dealers
- SW-Concierge Service to pick & deliver customer vehicles for services /sales
- Saving dealer customers time is the big selling issue & expanding services

Get more detail on why dealers and their customers love this service

[www.redcapvalet.com](http://www.redcapvalet.com)

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### Galpin Ford & Companies – Brian Allan

Four reasons why Galpin Motors is confident about the future auto business:

- Fuel Costs low and projected to remain so
- Aging of Vehicle Fleet means increased replacement sales
- Total Ownership Cost of New car less than older model
- Productivity of auto sales process increasing from technology

See how and why Galpin is one of the leading auto retailers in the country.

<http://www.galpin.com/>

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### Cardinale Auto Group – Erich Gale

Auto Sales are about relationships where everybody wins

Discipline and Math are secrets to dealer performance & process

Use of Predicative Profits Business model -- Migrated to dealer service ZMO.

Learn more about how this dealer group made an amazing turn around

<http://www.cardinale-group.com/>

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See more detail on [www.automotivedigest.com](http://www.automotivedigest.com) and Blog postings