



# HOW TO GROW YOUR DEALERSHIP

A large, red, diagonal upward-pointing arrow graphic is positioned behind the title text. The arrow has a thick, striped pattern and points from the bottom left towards the top right, creating a sense of motion and growth.

The Ultimate Guide for  
Independent Owners & GMs

Dealers using AutoRaptor get a fast return on their investment!

Step 1 Operational Information

Step 2 Volume Information

Step 3 See Profit

INTRODUCTION

This guide was created to help owners and general managers of independent dealerships of all sizes to learn how to grow your business to reach new goals and levels of success.

Continue to step 2

See what our customers think.

## THINGS YOU'LL LEARN

- 
- Growing Your Sales
  - Building Your Team
  - The Keys to Customer Service
  - Automation with Software
  - Finding Quality Inventory
  - Opening Additional Locations

# CONTENTS

01

INTRODUCTION

02

CONTENTS

03

CHAPTER 1: GROWING YOUR SALES

13

CHAPTER 2: BUILDING YOUR TEAM

20

CHAPTER 3: THE KEYS TO CUSTOMER SERVICE

22

CHAPTER 4: AUTOMATION WITH SOFTWARE

28

CHAPTER 5: FINDING QUALITY INVENTORY

33

CHAPTER 6: OPENING ADDITIONAL LOCATIONS

36

CONCLUSION

# CHAPTER 1:

## GROWING YOUR SALES

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To grow your sales a combination of different approaches can be employed. Increasing your number of customers, increasing the price of each sale, or getting customers to purchase more frequently can boost your revenues.

Increasing your dealership's number of customers can boost your overall sales. There are a variety of approaches that can be used to do this including advertising, engagement with the community, and referrals.

**“When it comes to marketing your business it is important to keep your focus on what your potential customers are looking to hear, as well as finding the right outlets to connect with them.”**

Many buyers are cost conscious so focusing on deals, promotions, and ways to save at your dealership are pieces of messaging that would likely resonate with them. It is also important to target the digital spaces that buyers are on. Most consumers now start the car buying process from their computers so having a clear digital presence is essential.

**CHAPTER 1:**  
GROWING YOUR SALES

## EXPERT ADVICE



**Eric Miltsch**  
**President, Command Z**  
**Automotive Marketing, Inc.**

*"My #1 tip for growing a dealership has to be solid, consistent approach to building the dealership's unique selling proposition (USP). Today's dealership has to have a marketing message to position and support the brand and culture being created. Once these core values have been established then everything else within the organization, regardless of the size, can become extensions of this philosophy. The marketing campaigns, the showroom experience, the lead handling process, the post-sale service and support, hiring and training employees and even the community involvement."*

## CHAPTER 1: GROWING YOUR SALES

# STRATEGIZE

Getting customers to purchase vehicles more frequently can also be a driver of increased revenues. By routinely engaging with past customers and alerting them of new offerings, they are more likely to buy more often. One way to do this is through email marketing. Direct mail is being replaced by [email campaigns](#) that allow more targeted promotions, are easier to track, and become easier to implement. By collecting the email addresses of your customers, you can send them customized promotions, information, incentives to get servicing or a new vehicle, and can build a relationship and trust. Customers can receive useful tips such as maintenance advice, helpful reminders, and seasonal information based on the weather. Email marketing keeps the dialogue going and helps keep your dealership top of mind when purchase decisions are being made. By frequently engaging with your customers, you can help your chances of them coming in sooner to check out the latest models.

Another approach to drive sales is community engagement. Attending local events that get your name and face out there help integrate you into the community and make you memorable in the minds of your neighbors. Finding other ways to give back to the community or sponsor a local organization or sports team might make sense for your dealership in building these networks. It is also important not to forget about referrals - getting names of referrals from existing customers or getting them to be advocates for your dealership are some of your strongest approaches. Having someone promote your dealership to those they trust is a huge asset.



There isn't just one simple way to improve your sales, but rather a combination of different strategies may lead to the greatest results.

## CHAPTER 1: GROWING YOUR SALES

# REFERRALS



## Did You Know?

Some dealers get as much as 50% of their sales from referrals and repeat business? Compared to what you spend to generate a new customer, getting more referrals and repeat business is a tremendous value to your dealership. Are you doing all that you can to get more referrals and boost loyalty with your existing customers?

## The Top 5 Ways to Get Referrals

1

### ASK FOR REFERRALS IN COLLECTION TRANSACTIONS

**Why it works:** One of the easiest ways to increase sales is by mining your own database and reaching out to existing customers to encourage repeat business and ask for referrals. By using your routine weekly or monthly communication with these customers to remind them about your referral program, you're killing two birds with one stone.

**How to do it:** Existing customers who make payments by phone are usually mailed receipts. Adding a note on the receipt is an easy way to remind them to refer your dealership to their friends and neighbors.

2

### USE CREDIT REFERENCES AS REFERRALS

**Why it works:** As part of the verification process, your customers are providing a list of references with contact info. Each person on that list should be considered as a possible new sales opportunity.

**How to do it:** When notifying these individuals that their name was given as a reference, take this opportunity to tell them that your dealership is there if they have any vehicle needs or know someone who does.

## CHAPTER 1: GROWING YOUR SALES

# REFERRALS

3

## CONNECT WITH YOUR CUSTOMERS ON SOCIAL MEDIA

**Why it works:** Your customers use Facebook, Instagram, and Twitter every day to share their daily activities, plans, purchases and more. Many dealers are already using social media for two reasons: collections and advertising/marketing. By generating more connections with your customers on social media, you are creating a more personal relationship with them. Having more social media connections with your loyal customers gives them an easy way to cast the net for you by sharing their experience with your dealership with their friends and potentially generating referral business for you.

**How to do it:** Adding social media buttons to your website is the easiest way to begin making connections with your customers. Be sure to add links to follow or like your dealership on your email footers, and in any promotional materials. Make it a habit to encourage your customers to share their positive experiences with your dealership with their friends on social media.

4

## HAVE AN EMAIL MARKETING STRATEGY

**Why it works:** Keeping in touch with your customers with monthly email newsletters is an easy and cost-effective way to keep your dealership top of mind and generate more referrals. Creative monthly newsletters are another way you can make your customers' experience with your dealership unique. The more personalized and unique the relationship is for the customer, the more they will want to do business with you, make timely payments, and refer their friends and neighbors your way.

**How to do it:** Start a monthly newsletter campaign that includes topics like improving gas mileage, driving safety tips for winter weather conditions, or current topics in automotive news. Add a "forward to a friend" button on the newsletter to make it easy for your customers to share the newsletter. And of course, mention your referral program. Nicely ask your loyal customers to tell their friends and family how your dealership helped with their car-buying needs!

## CHAPTER 1: GROWING YOUR SALES

# REFERRALS

5

## USE AN INCENTIVIZED REFERRAL PROGRAM

**Why it works:** These promotions are designed to reward your current customers for referring their friends, relatives and neighbors to you to buy vehicles. Bringing in new referral business is the clear goal, but an enticing program that puts cash in your customers' pockets can go long way to boost customer loyalty and ensure repeat business as well.

**How to do it:** A typical referral program would be a \$50 or \$75 payout for any referral that ends up purchasing a vehicle. You could also consider a progressive payment program instead – for example, \$50 for the first referral, \$100 for the 2nd, \$150 for the third and so on. Want to go even bigger? Generate lots of customer enthusiasm by offering a loan payoff drawing. All customers who have provided a qualified referral are entered into a drawing and the winner selected receives a payoff of the balance of the winner's loan.

*A repeat or referral customer is a valuable asset to any dealer. One of the most effective ways for increasing sales is identifying and targeting your best customers and rewarding them for repeat and referral business. As a result, many dealers put a great deal of thought and effort into rewarding customers who new customers to their business. Their key to success is in targeting ways to capture and collect referral leads in their existing customer database, identifying their best customers for repeat business, and planning and implementing marketing campaigns with clear goals and objectives for generating quality referrals.*

**Note:** Dealers should exercise some caution before instituting a paid referral program, as it is not legal in all states. Ensure that you will not open your dealership up to liability issues by checking with the regulations in your state.

## CHAPTER 1: GROWING YOUR SALES

### ADD IT ON



To increase the price of each sale, dealerships should look beyond just the car itself. Opportunities to make additional revenue often come in the form of add-ons such as roof racks or sound systems. Often times customers will be willing to make these extra purchases as the cost seems trivial in comparison to the price of the vehicle itself.

Dealers can also try to sell a more expensive model of a car in order to boost overall sales. By showing a range of options from low to mid to higher quality models, dealers can attempt to increase the overall selling price. By increasing the price tag for each sale, dealers can boost overall sales without selling more cars or gaining a large number of additional customers.

**CHAPTER 1:**  
GROWING YOUR SALES

## YOUR WEBSITE



Having a complete website that provides car and inventory information will be helpful to your prospective customers. Don't forget to make sure that your website is responsive for mobile as well since many buyers are now looking up information on their phones, not just computers. Other channels such as social media can provide support for your marketing campaigns as increasing numbers of people are getting their information from such sources.

## CHAPTER 1: GROWING YOUR SALES

# OPTIMIZE SALES WITH SEO

*Search Engine Optimization has an immense effect on digital marketing endeavors for dealerships.*



As you begin to build your strategy, lay a foundation that will position your dealership for success. This isn't as complicated as you may think. Start at the beginning with your website's URL. Is it formatted properly, or is there room for improvement? Ambiguous links as well as broken ones can only reduce the chances you have of showing up in online search rankings. If you happen to be moving over to a new site from a more outdated one, it's really important to make sure that old web pages are redirected. Another of these often overlooked pieces is your website meta description and title tag as this is what your potential customers will see in Google before they get to your website. With these updated to properly reflect your dealership and your inventory, you'll be off to the SEO races with a helpful head start. These items may seem small, but there are large, negative ramifications to not properly inserting such nuts and bolts.



**Keywords:** As you build your auto dealer SEO strategy, the next phase toward driving traffic to your dealership's site is going to be your use of keywords. Ground-up strategy needs to include every piece of the formula, not just one thing or another. Even if your website is properly set up with magnificent URLs and properly inserted redirects, keywords are paramount in influencing SEO and improving your ranking scores. One of the primary tools to use in conducting proper keyword research is Google Adwords, where you can set up a complimentary account that helps you brainstorm, generate keyword lists, and discover where certain words are competing in the market. AdWords helps you make the most out of your keyword resources, both in knowing which terms to include on your site and not wasting valuable resources in paying for ads that won't actually drive traffic to your site.

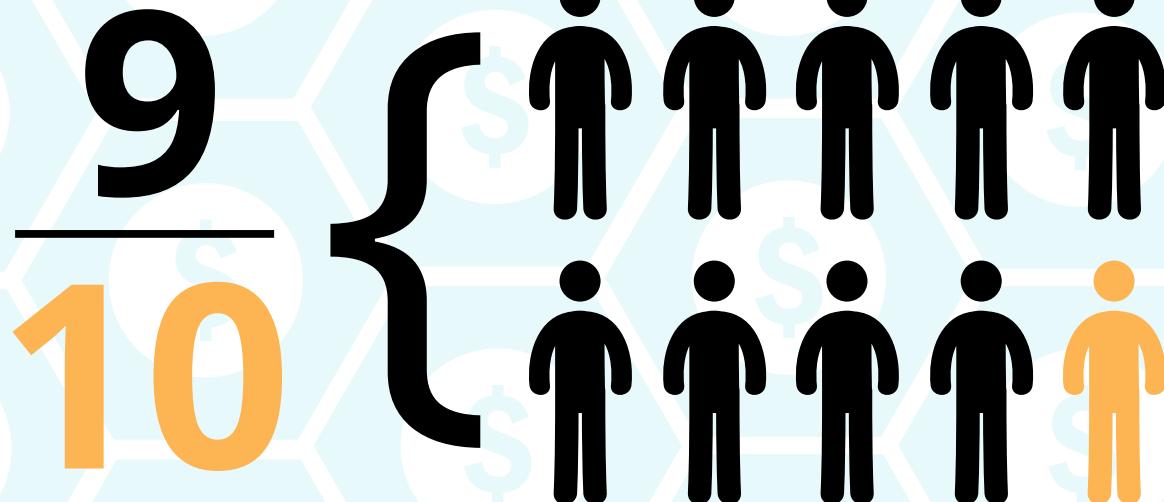
**CHAPTER 1:**  
GROWING YOUR SALES

## OPTIMIZE SALES WITH SEO

*Search Engine Optimization has an immense effect on digital marketing endeavors for dealerships.*



**Content:** Last, however certainly not least, is content. In terms of seeing an uptick in your dealership's website traffic, powerful, unique content is what makes the difference and brings in your most wanted results. It is what's inside that counts, after all. Inventory, descriptive information, and helpful supporting web pages all work together -- especially when keyword-rich -- to improve your SEO and the consequent visits to your site.



### CAR BUYERS START THEIR SEARCH ONLINE

*Now it's time to take a look at your website and make an analysis. How can you improve your auto dealer SEO based on the factors listed above? Are things holding up well, or is it time for a remodel? You hold the keys and have the tools.*

# CHAPTER 2:

## BUILDING YOUR TEAM

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### Hiring Employees for Your Automotive Sales Team

When trying to grow your business, the sales representatives you have working with the customers to market and sell the product are essential. With high competition in automotive dealerships, having the right people for the job is extremely important. Making sure you are adding top talent is crucial for success.

Four elements contribute to hiring good employees: The Job Ad, Pre-Screening, In Person Interview, and Hiring Principles.

**CHAPTER 2:**  
**BUILDING YOUR TEAM**

## THE HIRING PROCESS

### THE JOB AD:

This is one of the first things prospective hires will see. You want to put your best foot forward as potential hires are scouting you as much as you are looking at them. Also be mindful of where you place your job postings as outlets such as social media are becoming more popular methods to find talent. Make sure to convey a positive message, describe your culture and benefits, list the skills and experience you are looking for, and outline the hiring process.

### PRE-SCREENING:

Sales representatives now are expected to be able to communicate in many different ways, whether in person, over the phone, or via email. Look for professional candidates with strong writing skills, as well as conduct a phone screening to evaluate a potential hire's speaking skills.

### IN-PERSON INTERVIEW:

An in person interview provides an excellent opportunity to see a candidate's communication skills in person. Both verbal and nonverbal body language are important to pay attention to. Get the candidate in person and consider having them try a sales exercise in order to see them in action.

**CHAPTER 2:**  
**BUILDING YOUR TEAM**

## HIRING PRINCIPLES



*When looking to get great people, you should do a great job in hiring them. Some of the key concepts to remember when looking for applicants include:*

- Hire for skills you can't train
- Pay attention to experience vs simply the number of years worked
- First impressions matter
- Know your sales process

Growing your team starts with finding and attracting the right new hires. Being mindful and thoughtful in the hiring process will help you grow your dealership over time.

**CHAPTER 2:**  
**BUILDING YOUR TEAM**

## KEY INTERVIEW QUESTIONS FOR AUTOMOTIVE SALES PEOPLE

“ When it comes to the hiring the right salesperson for an auto dealership, asking the right questions has a big impact on the outcomes. ”

Ask any automotive dealer and they will tell you that building a successful career selling cars is no easy feat, and it is one largely dependent on questions and answers. For the sales manager conducting a job interview, it is the answers to important questions that determine whether or not a candidate would be a good fit for your sales team. The interview process is the time when your dealership sets itself up for either failure or success, because your sales team makes a tremendous impact on the trajectory you head together.

These are some of the best interview questions you can ask prospective salespeople:

- *Why do you want to work in auto sales?*
- *Why did you apply to this dealership?*
- *What makes you an asset to our sales team?*

## CHAPTER 2: BUILDING YOUR TEAM

# KEY INTERVIEW QUESTIONS FOR AUTOMOTIVE SALES PEOPLE

### *Why do you want to work in auto sales?*

This may seem like an obvious question, but it is essential for you to get a sufficient answer if you want the dream team for your dealership. Many people naively think automotive sales to be a cakewalk, but you know that contrary to some stereotypes, there is much more to what you and your team do than talk to people and get a commission. A candidate's response will be one of the most helpful ways for you to gauge their potential to succeed. To withstand the challenges that come with automotive sales, one's heart must be in it. You'll know fairly quickly whether theirs is or not, so ask away.

### *Why did you apply to this dealership?*

To further filter through your candidate's possible contribution to your dealership, ask this question. Why? Because previous experience at a luxury new imports dealer may mean that they would not best serve your sales team if you are a small, local dealer with only a domestic inventory (or vice versa). If you sell Chevrolets, why do they want to sell them? This consistent commitment to not only auto sales, but to your brand is essential to discover prior to hiring someone. A primary reason for this is that it keeps your sales team united behind your dealership's lead strategy.

### *What makes you an asset to our sales team?*

To complete this trifecta of key questions, you want to bring what you've learned about your potential hire together by getting an idea of not only their skill set, but what they think of themselves. Be attentive to this answer, as it will give you some insight on their confidence and ability, all key when making a sales pitch and interacting with customers. This is also your chance to hear their most important sales pitch - themselves. If an individual isn't confident in their own ability to contribute positively to the dealership, you shouldn't be either.

**CHAPTER 2:**  
**BUILDING YOUR TEAM**

## KEY INTERVIEW QUESTIONS FOR AUTOMOTIVE SALES PEOPLE

*Tell me about a difficult negotiation you've been in, and how you were able to make the deal with a tough customer*

Most dealerships want to find someone who is skillful at negotiating while also keeping their cool in front of customers. This question will give you an insight into their direct negotiation skills, but also how the job seeker is able to deal with difficult customers.

The best negotiators answer this question by explaining both sides of the issue, and then explaining how they were able to appease their customer by following a process in place to win the deal but with the best outcome for the dealership.

*What's your process for making a sale in your current or most recent sales position, from getting the lead all the way through to closing the deal?*

What you're looking for here is their adherence to industry best practices for customer follow up. If they demonstrate that they are forward-thinking enough to speak about opportunities to follow up with their customers even after the sale, then you know this individual understands the importance of generating repeat business.

## CHAPTER 2: BUILDING YOUR TEAM



**Questions Matter.**

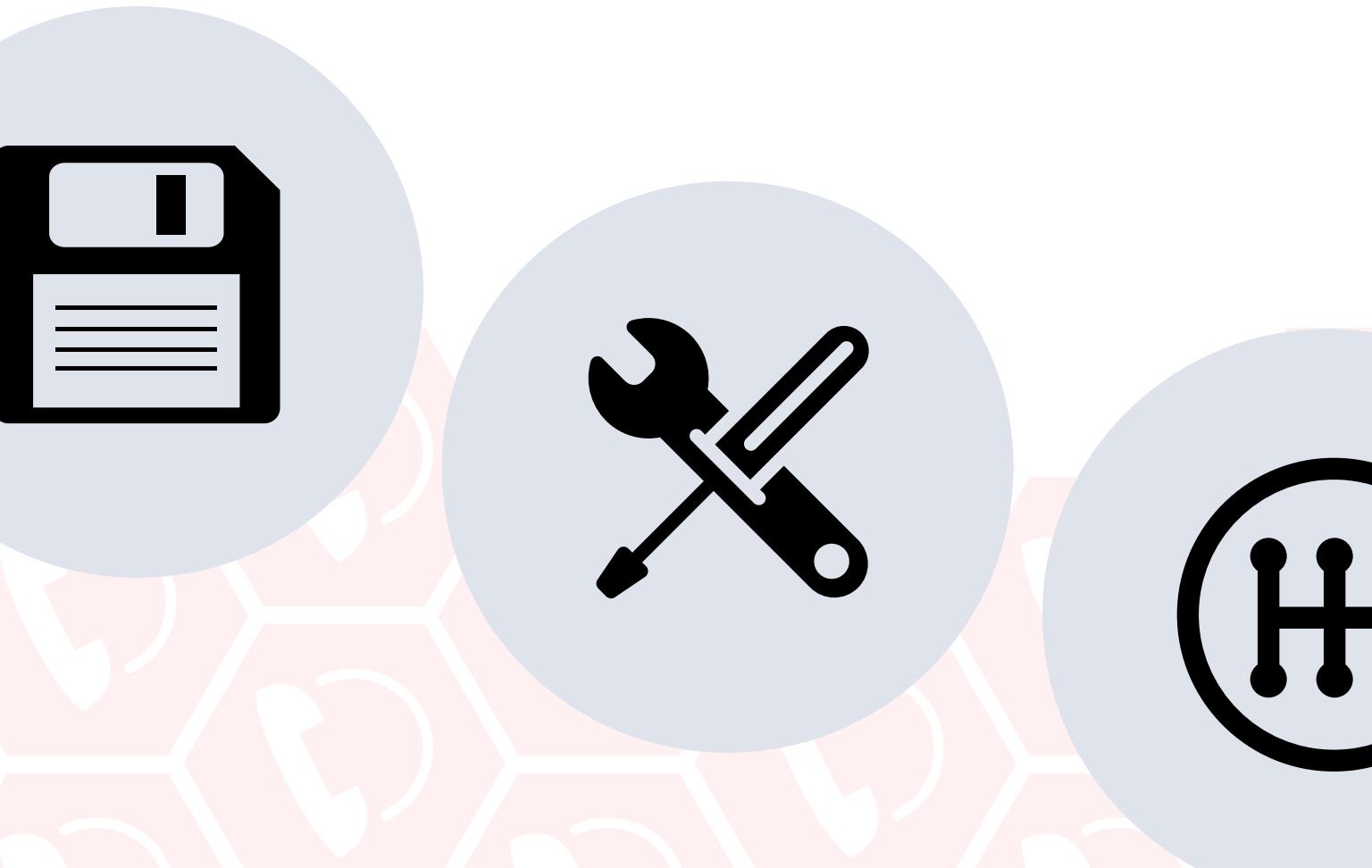
***Don't find yourself asking this one:  
Why did I hire them?***

Maximize the brief time you spend with potential members of your sales team by asking short, substantive questions and you'll help attract the right new hires to grow your dealership.

# CHAPTER 3:

## THE KEYS TO CUSTOMER SERVICE

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Customer service isn't just when you're interacting with the customer face to face, managing your relationship with them over time is just as important. Making these relationships personalized is no longer something to make your dealership stand out, but is becoming more of a requirement.

## CHAPTER 3: THE KEYS TO CUSTOMER SERVICE



### SOFTWARE & CUSTOMER SERVICE:

Software can not only be used to improve sales, but also customer service. By arming sales representatives with custom information about different customer or prospects, or saving time for customers while at the dealership, software can make the process easier for both sales reps and customers. Feedback from customers can also be gathered from software so that the customer service experience can be continually improved.



### SERVICE AT THE DEALERSHIP:

Effectively serving your customer while they are at the dealership is very important given the limited face to face interaction you often have. Potential customers may come with preconceived notions about dealerships, what they are looking for, or what to expect, so it is important that you create the best possible experience. A friendly, helpful attitude can go a long way at putting a prospective car buyer's mind at ease.



### THE TEST DRIVE:

The Test Drive is one of the most important pieces of the car buying experience. At that point the customer is already interested in the vehicle and it is up to you to close the deal. To this end the test drive is a great opportunity for the salesperson to be helpful and to listen to the needs and concerns of the customer. The car will speak for itself once in motion so it is important to observe the driver and what they are paying attention to; you should be ready to address any issues that come up.

Showing empathy during this experience is a must - create a personal and memorable encounter and take the time to learn something new about the customer. Focus on building the relationship: the loudest voice in the car should not be yours. This is all about the customer, understanding them and catering to their needs and concerns.

# CHAPTER 4:

## AUTOMATION WITH SOFTWARE



Managing customers has not only become more important than ever before, but has also become easier thanks to new Customer Relationship Management (CRM) tools. Relationships with both current and prospective customers is extremely important for growing your dealership. Software helps automate the customer relationship management process to boost efficiency that supports business growth. Automotive CRM Software can help streamline tasks, organize customer details, drive sales, and offer better service to customers.

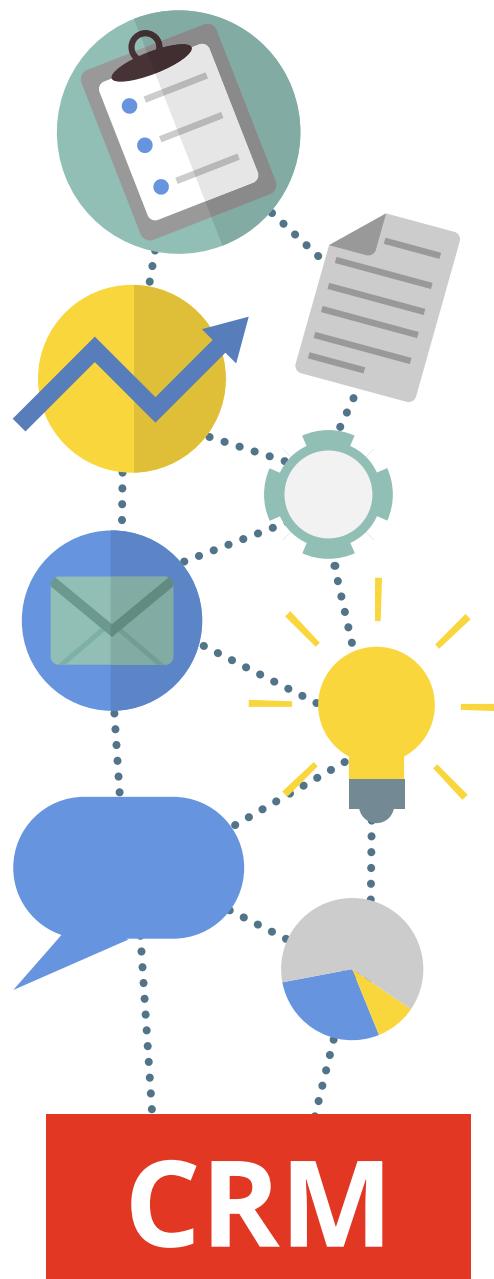
## CHAPTER 4:

### AUTOMATION WITH SOFTWARE

## STREAMLINE TASKS

One advantage to using CRM software is that it effectively organizes the major tasks associated with customer interactions into a single place. Such tasks may include making appointments, creating and carrying out marketing campaigns, managing customer contact details, and offering support.

By streamlining these tasks with software, it becomes easier to manage the different aspects involved with customer interaction, from the initial contact through the follow-up process and beyond. By automating customer details, they are easier to find and have far less of a chance of getting lost in the shuffle.



## CHAPTER 4: AUTOMATION WITH SOFTWARE

# BEST PRACTICES FOR CRM AUTOMATION



Successful dealers think of their CRM not just as another piece of software, but as a series of strategies and processes that support and execute their customer relationship strategy. In their eyes, CRM is a process to create new and mutual value for individual customers, builds preference for their dealership over their competitors, and drives results over a lifetime of association with their customers.

Setting up an effective strategy for customer engagement that goes from first contact to winning the deal and years beyond is the key grow your business through CRM.

Set up your CRM automation workflows with the following automated task reminders and due dates for individual sales rep daily work plans.

## CHAPTER 4: AUTOMATION WITH SOFTWARE

# BEST PRACTICES FOR CRM AUTOMATION

### ACTIONS TO BE PERFORMED ON EVERY NEW LEAD:

- Automated response email
- Automated lead assignment to sales rep
- Sales initial follow-up call and/or email
- Sales 24-hr follow-up call and/or email
- Sales 48-hr follow-up call and/or email

### ACTIONS TO BE PERFORMED WHEN A VEHICLE IS SOLD / DELIVERED:

- 24-hr send thank you card and/or email
- 1 week: Referral request postcard and/or email
- 3-months: send first oil change reminder
- 11-months: send warranty reminder
- 1 year: Happy anniversary, sales follow up
- Yearly: Sales follow up

## CHAPTER 4: AUTOMATION WITH SOFTWARE

# SOFTWARE TO DRIVE SALES



The internet has recently become a starting point for the present-day car buyer and software helps connect dealerships to car buyers when they shop online. Software can alert dealerships when an online inquiry is received and can respond using email templates, scripted phone calls or can even set appointments for customers to see an associate at the dealership. By using software at a dealership you can drive sales whether customers are in front of you or in front of a screen.

## CHAPTER 4: AUTOMATION WITH SOFTWARE

# DEALER MANAGEMENT SYSTEMS

Dealer Management Systems are built for the auto industry.



A DMS measures and reports on the functions within the dealership. A DMS provides up to date and quantifiable information to the dealer and dealer management. When integrated with your CRM, these systems help provide an overall snapshot of your dealership processes and results across departments.

By providing a structured, streamlined system to connect your dealership and help things run more effectively, DMS technology can be instrumental in upward dealership growth.

# CHAPTER 5:

## FINDING QUALITY INVENTORY

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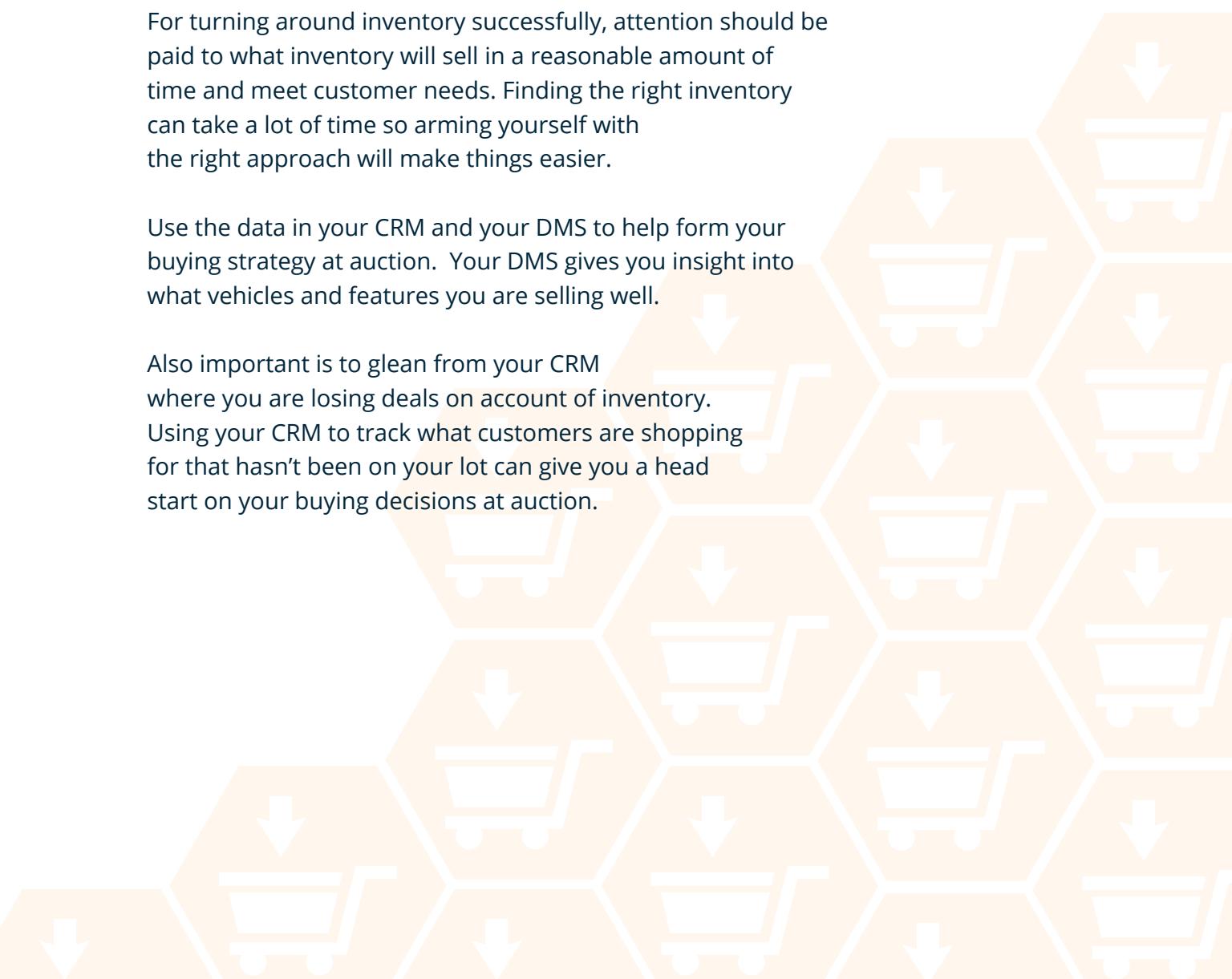
*Having the right inventory  
is essential to your success.*

The location of a used car dealership, as well as the location of their inventory, is extremely important.

For turning around inventory successfully, attention should be paid to what inventory will sell in a reasonable amount of time and meet customer needs. Finding the right inventory can take a lot of time so arming yourself with the right approach will make things easier.

Use the data in your CRM and your DMS to help form your buying strategy at auction. Your DMS gives you insight into what vehicles and features you are selling well.

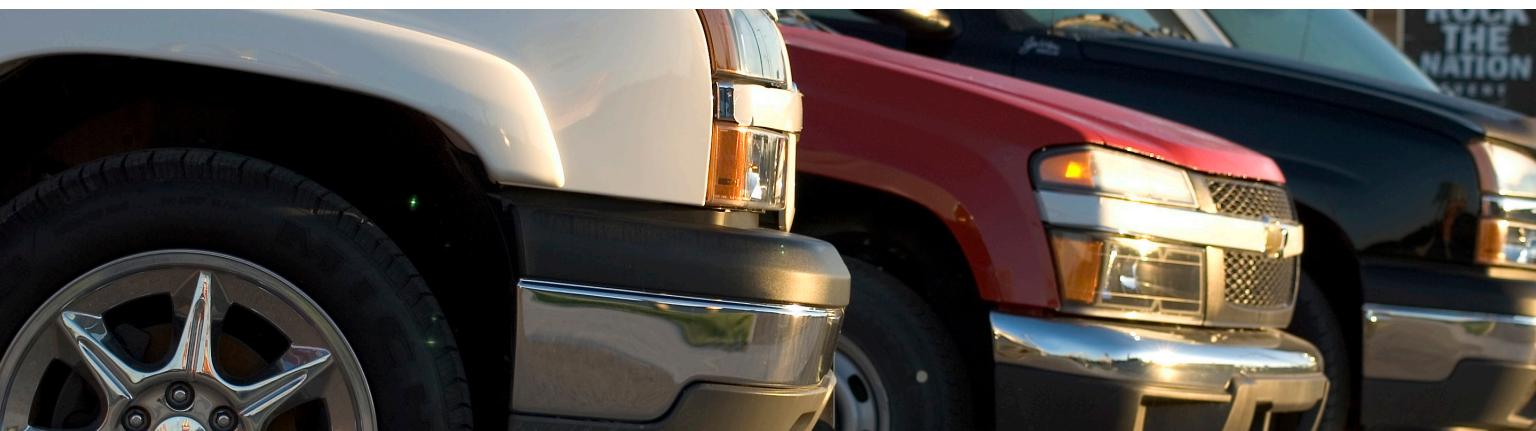
Also important is to glean from your CRM where you are losing deals on account of inventory. Using your CRM to track what customers are shopping for that hasn't been on your lot can give you a head start on your buying decisions at auction.



## CHAPTER 5:

### FINDING QUALITY INVENTORY

# VOLUME, DEMAND & RELIABILITY



When looking to acquire used vehicles for your dealership, there are many areas of focus including volume, demand, and availability. When finding inventory don't forget to take a look at its ability to sell.

Consider both historical data and future projections in making this assessment. Quality inventory is important, but quality means nothing if the vehicle is not in demand. Review market trends and data in advance to make sure the inventory you are acquiring won't be stuck on your lot for long.

Take a look at vehicle availability in different markets and in different areas. Then use this information to your advantage when bidding at auctions or negotiating inventory acquisition. If the availability is high make sure you play this to your advantage.

## CHAPTER 5:

### FINDING QUALITY INVENTORY

# INVENTORY TIPS FOR BUYING AT AUCTIONS

Buying at auction is high stakes gambling. It's easy to get caught up in the excitement and emotion of auction, but beware that you're not letting it cloud your decision making. The best way to avoid making mistakes like choosing the wrong vehicles or overpaying is by never going to auction blind. Follow these five steps for smart buying at auctions.

### 1. KNOW YOUR INVENTORY

Prepare ahead of time by reviewing your current inventory. Know your current inventory by age, auction value, and wholesale value so you know what to look for at auction to balance out your stock.

### 2. KNOW YOUR MARKET

Run a report of sales for the previous 90 to 120 days to see the type of cars that your market sells, what equipment and features have been in demand, which model years you've been able to move, and even which colors have been most popular. Knowing the trends of your current market will help you make more targeted decisions at auction.

## CHAPTER 5:

### FINDING QUALITY INVENTORY

# INVENTORY TIPS FOR BUYING AT AUCTIONS

### 4. USE ONLINE AUCTIONS

Online auctions are a great way to maximize your buys. You'll be able to reduce travel time and expense of procurement.

- Decide which online auctions have the vehicles that you need.
- Download details of vehicles that meet your criteria
- Confirm if any warranty time and mileage is left.
- Run a vehicle history report (Carfax or AutoCheck)
- Check for any manufacturer recalls.
- Check .clear title
- Set buying prices that work for your market.
- Add buyer's fees and transport cost.
- Set maximum bid price.
- Arrange for transport.

### 5. ATTEND LIVE AUCTIONS

In-person auctions still make good business sense. Get the most out of them by doing the same prep work outlined above, plus be sure to take advantage of the opportunity to do a thorough visual inspection of the vehicles before placing your bids. Check for obvious signs of damage that may not have been noted in the report. Don't be afraid to walk away from a vehicle that you had your eye on in advance if you discover it is not up to snuff.

**CHAPTER 5:**  
**FINDING QUALITY INVENTORY**

## EXPERT ADVICE



**Eric Miltsch**  
**President, Command Z**  
**Automotive Marketing, Inc.**

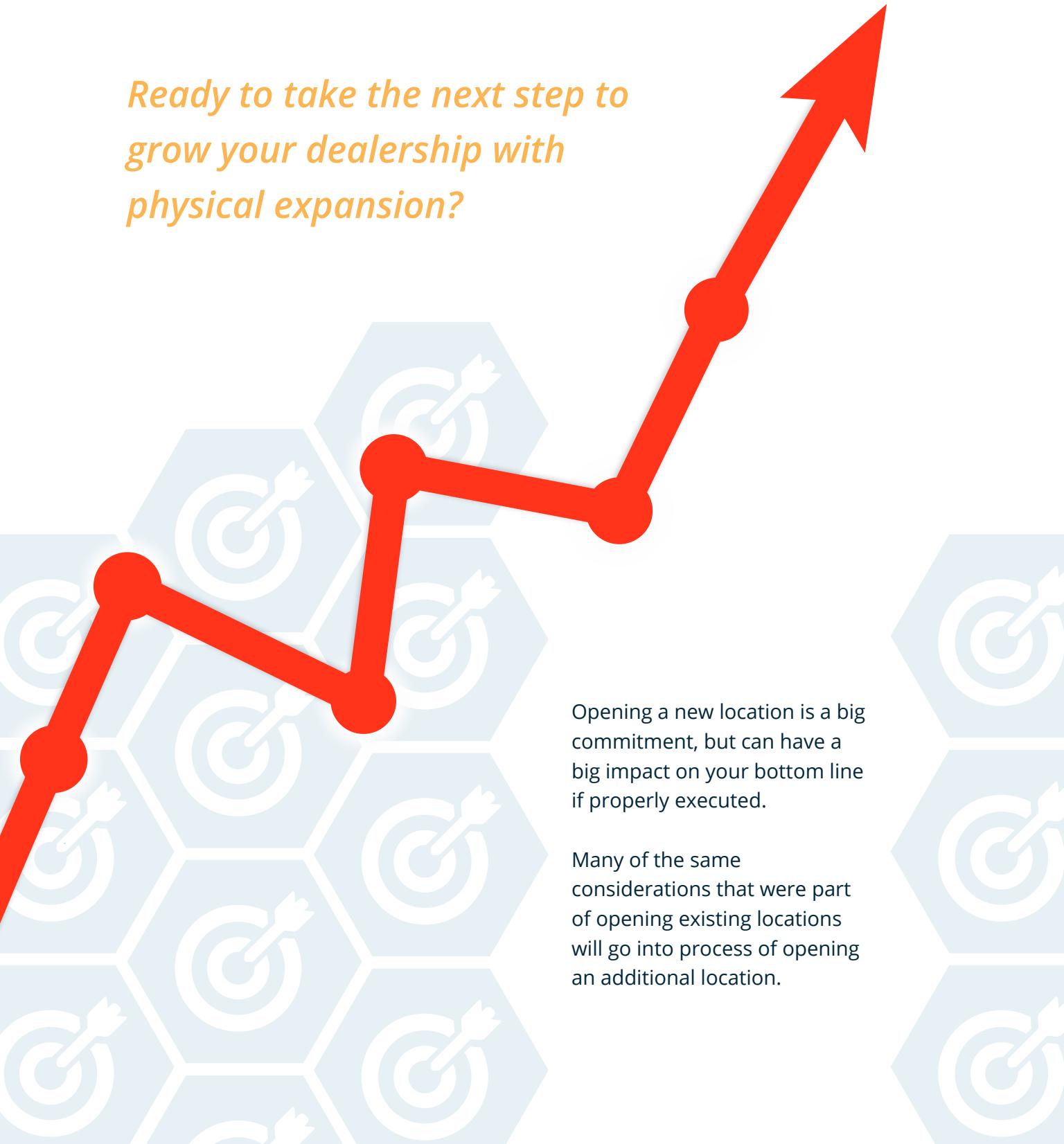
*"Finding quality inventory is a constant struggle. A plan must be established for having a presence at the local/regional auctions, whether it's having buyers in the lanes or using simulcasts. A process for how the vehicles will be chosen in selected. I recommend an inventory management solution such as vAuto to determine the local market activity and pricing strategy. I would also recommend have a very transparent process for customer trade-ins. The dealership's USP's should also include the trade-in process and be a part of the marketing messages as well."*

# CHAPTER 6:

## OPENING ADDITIONAL LOCATIONS

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*Ready to take the next step to  
grow your dealership with  
physical expansion?*



Opening a new location is a big commitment, but can have a big impact on your bottom line if properly executed.

Many of the same considerations that were part of opening existing locations will go into process of opening an additional location.

## CHAPTER 6:

### OPENING ADDITIONAL LOCATIONS

# CONSIDERATIONS

*Owning a dealership is not an easy task, so going in with the right approach can make all the difference.*



### IMPORTANT considerations when opening an additional location:

- What is the competition in the new area?
- Do you have the appropriate resources and staff?
- Do you have the capital required for an additional location?
- Have you addressed the associated legal req's?
- Does the location have the right venue and visibility?
- Do you have adequate vehicle inventory ready to go?

**CHAPTER 6:**  
OPENING ADDITIONAL LOCATIONS

## EXPERT ADVICE



**Eric Miltsch**  
**President, Command Z**  
**Automotive Marketing, Inc.**

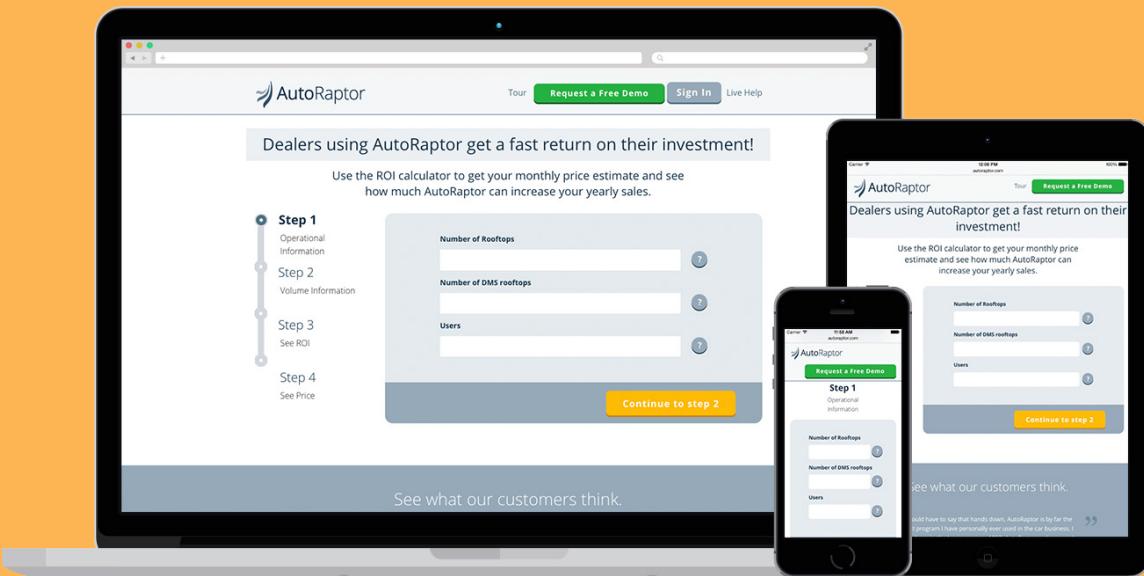
*"I've been involved with opening new locations in very different scenarios, fortunately we were successful with both approaches. The easiest path is obviously opening up a new store on "car row" - where all the shoppers are already going and are most familiar. I would recommend considering the actual shopper's experience when scouting a new location. Is it easy to find? Is it easy to access? We once had a location on a very busy main road. The main driveway access was easy to miss and shoppers would miss it and enter the our competitors driveway. The other side of the coin is attempting to create your own destination. If you're not on the main strip or away from the action your dealership's USP's need to be compelling enough to drive shoppers to your new location."*

# CONCLUSION

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Growing your dealership is no easy task, but with the right commitment and preparation it can produce exciting results. You can take your dealership to new levels by growing your sales, building your team, and providing excellent customer service. Add in automation using software, quality inventory, and opening additional locations, you'll be driving your business to new roads before you know it.

# Grow Your Dealership With...



## BENEFITS:

- Simple
- Powerful
- Fast
- Affordable Value

## FEATURES:

- Lead Management
- Customized Action Plans
- Email Campaigns
- Sales Reporting

**SEE WHAT IT CAN DO FOR YOU  
TEST DRIVE AUTORAPTOR FOR FREE!**

**CLICK HERE**