Case Study - Sales Events

DEALER BEST PRACTICES IN DRIVING APPOINTMENTS AND REPEAT SALES THROUGH A VIP PRIVATE SALE

Opportunity

Hyundai Canada partnered with Dealer-FX to execute a Private Sales Event as part of their National Sales Event Program for dealerships across the country.

O'Regan's Hyundai, seeing February as a potentially slow sales month, elected to hold their event early and selected a February date. Under the careful direction of Dealer-FX, O'Regan's Hyundai executed a Private Sales Event to boost new car sales in a tough economic climate.

Dealer-FX Solution

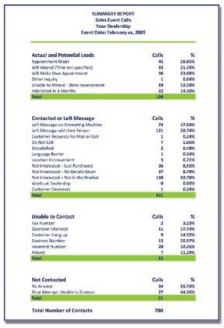
A Private Sales Event is excellent opportunity to target current customers and build on dealership loyalty. Dealer-FX's "concept to completion" approach to Sales Events and Event Maximization proved to be just what O'Regans needed to execute a successful promotion.

For Dealer-FX, the process starts with "scrubbing" the client's customer list and the cleanup of customer data, which is ongoing throughout the event life cycle.
A professionally designed postcard/direct mail piece was then designed by Dealer-FX to create excitement and awareness for the customers identified from the initial target list.

One of Dealer-FX's most powerful event tools at your disposal is our live call and appointment report and they represent the next steps in the process. First, live calls were made by the Dealer-FX contact centre to book appointments for customers to come to the dealership. These calls helped generate detailed reporting for O'Regans on each customer that outlined if the target was attending, which vehicle they were interested in, the time for their appointment and the sales rep that they would meet with. Contact Centre reps were also able to identify a "hot" follow-up leads list. These calls also help to clean up "bad data" from the initial contact list, which helps maximize the list potential and minimize expenses when using the list for the future.

Secondly, automated calls were made, again from the Dealer-FX contact centre, that helped to reinforce attendance behavior.

Event Invitation



Event Summary Report

The sale was a big success and I would like to do another later this year. We sold as many cars in one day as we normally do in a month. We finished at 200 percent of our target for February. The results speak for themselves - I am a fan of the Dealer-FX Private Sales Event Model.
- Tim O'Regan, President, O'Regan's South Shore Hyundai

I would like to thank you and your team for all the help you provided for this event. I can't wait to get started for the Subaru sales event in March..."
- Jason Russell, Sales Manager, O'Regan's South Shore Hyundai

On the day of the event, Dealer-FX can provide a variety of materials to create the "SWIRL" for the event. In the case of O'Regans, Dealer-FX designed and produced an official event registration sign.

From there, O'Regans simply followed some of Dealer-FX's Event Maximization best practices. Dealership staff ensured that all valued guests were welcomed and made to feel special and the showroom was decorated. The importance of creating an exclusive event is to create dealership and brand loyalty. Since NADA statistics show a person will spend over $400,000 in automotive purchases in their lifetime, increasing consumer loyalty is essential.

The Results

O'Regans achieved incredible results from the work that was put into their event. The dealership sold as many cars in one day than they would normally would in one month. That even excludes all of the "hot" follow-up leads that didn't attend the event. Simply put, the Dealer-FX sales event yielded unprecedented sales results, despite the challenge provided from a tough economic climate.

DEALER-FX

USA 1750 N. Buffalo Dr #104-192, Las Vegas, NV 89149 **CANADA** 2 Lansing Square, Suite 1007, Toronto, ON M2J 4P8
Tel: 1 (877) 493-0039 **Fax:** (866) 232-0040 www.dealer-fx.com

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