

Case Study - Sales Events

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

Opportunity

After seeing exceptional results with a Dealer-FX sales event in another dealership, a dealer principal from Subaru's Atlantic Region strongly recommended executing a Private Sales Event for Subaru dealers at a regional level.

Subaru Canada then partnered with Dealer-FX to execute VIP sales events for each of its Atlantic Region dealers.

Dealer-FX Solution

Under the guidance of Dealer-FX, these dealers held exclusive VIP sales events that not only targeted a specific list of previous and current customers, but also helped build on dealership loyalty.

Building an integrated campaign and launching sales events for multiple dealerships on multiple dates proved to be a successful formula for the Subaru Atlantic dealers.

For Dealer-FX, the process started with obtaining and "scrubbing" customer target lists and performing ongoing cleanup of customer data throughout the event life cycle.

Dealer-FX professionally designed a postcard/direct mail piece to create excitement and awareness and then sent it to customers identified from the initial target list. To maintain the overall look and feel of Subaru's current branding efforts, the postcard was also set up to easily interchange the dealer's logo, contact information and event details.

Subaru also took full advantage of Dealer-FX's Live Call Report. This report is one of the most powerful event tools at the disposal of dealers because it generates an event appointment log and a future sales funnel report.

Initial live calls were made by the Dealer-FX contact centre to book in-store appointments for customers. These calls generated comprehensive reporting for Subaru's Atlantic Region dealers on each customer and detailed if the target was attending, the vehicle they were interested in, the time of their appointment and the sales rep that they would meet with. Contact Centre reps also identified a "hot" follow-up leads list and future sales funnel report



Event Invitation



Event Registration Sign

EVENT RESULTS - QUICK HITS:

(Results provided by Subaru Canada)

- For every dollar spent by Subaru Atlantic Region, a return of **\$4.10** was generated in **front-end gross** (based on average of \$1,500 per copy)
- **33%** of all new vehicles sold in event month were to targets from the Dealer-FX process
- **36%** of all vehicles sold in the month following were to targets from the Dealer-FX process

for customers unable to attend event dates. Live calls also helped to clean up "bad data" from the initial contact list since they identify customers who have moved or had incorrect information with their placement in the database. This practice also helps to maximize the list potential and minimize expenses when using the list for future database-driven promotions.

From there, the dealerships simply followed some of Dealer-FX's Event Maximization best practices with the aim of creating dealership and brand loyalty. For event day, Dealer-FX designed and produced an official event registration sign - just one many ways Dealer-FX can help to create the "SWIRL" on the day of the event.

The Results

The VIP Private Sales Events were considered a success by all involved. Subaru's entire Atlantic Region significantly exceeded their target sales in the month of the sales event and the month following. New vehicle sales directly from the event accounted for 33% of sales in the event month and 36% in the next.



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