

THE DEALERSOCKET EFFECT: INDEPENDENT DEALERSHIP SEES 20% LIFT IN SALES

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Chris Foster,
Classic Chariots
General Manager

Classic Chariots has sold used cars, trucks, SUVs, and commercial vehicles in Vista, Calif., and the surrounding communities, including Oceanside and San Diego, since 1989. Before bringing on DealerSocket as its CRM solution three years ago, its salespeople used an “old school” written log to track customers. It sought to improve sales by modernizing its customer relationship operations.

In DealerSocket, Classic Chariots found a CRM partner with the ultimate marketing solution. The DealerSocket platform provides the path of least resistance to modernizing and simplifying a dealership’s customer engagement and salesperson performance monitoring by tapping into customized automated communications, data enrichment, email templates, and integrated customer texting.

Upon implementing DealerSocket CRM, Classic Chariots saw a 20 percent increase in sales almost immediately. Classic Chariots General Manager Chris Foster cites customer tracking and automated messaging features as particularly key to this lift. In addition, he credits usability as vital to achieving implementation with his sales staff. Without ease-of-use first and then bottom-line results later, adoption among the sales staff wouldn’t have taken off like it has.

Get your virtual personal secretary. Keep customers married to your dealership. Learn more about how DealerSocket does Independent at dealersocket.com.

“Those extra 10 to 20 deals per month that were slipping through the cracks are just impossible to keep track of,” Chris tells us. “Now I can easily go into DealerSocket and see the customers each salesperson has, when they’re coming in, when we talked to them on the phone and emailed them, and all of their notes. I know very quickly what’s going on with all of our customers.”

Classic Chariots appreciates the stickiness of the relationships DealerSocket creates with its customers. By “marrying” customers to the dealership through efforts such as personalized communication reminders and email blasts, referral and repeat business has increased under DealerSocket’s watch.

“The thing I like about DealerSocket the most is that I feel like I’ve gotten a personal secretary for each of my salespeople,” Chris continues. “They don’t have to remember everything. It just pops up and says, ‘Hey, you’re supposed to call this person,’ ‘Hey, you’re supposed to send this email,’ ‘Hey, you’re supposed to print out this letter.’ Once they put in the customer info, it’s going to tell them when to do everything else. It takes a lot of pressure off of the salespeople and off me.”