

ADP w.e.b.CRM

Selling more cars Out-grossing our competitors

Clair Auto Group

Better tools to work with your customers and a better way to present your information

DEALERSHIP AREA

Front Office
Sales and Service

ISSUES

Front-End Sales
Prospect and Customer
Follow-up
Marketing Effectiveness

Anthony Monteiro,
Director Business
Development with
Clair Auto Group,
West Roxbury, MA.

To find out more about
w.e.b.CRM please
contact us at
888.424.6342 or visit us
at DealerSuite.com.

How are your new and used car gross profits since using w.e.b.CRM in combination with w.e.b.Desking?

“At one of our High-line locations by using WebCRM we have been able to achieve higher grosses than our closest competitors on both lease and retail purchases.”

How long have you been on w.e.b.CRM?

“We have used ADP’s CRM offering for just under four years.”

Please describe the sales process you use with w.e.b.CRM?

1. In front of a customer, print out a first worksheet.
2. Save it to w.e.b.CRM.
3. When it goes into the manager’s office, the manager can call that deal up already worked.
 - The manager doesn’t have to do anything – he doesn’t have to look up residual values, money factors – it’s all right there in CRM.
4. The manager pulls it up into w.e.b.Desking, another ADP product, runs that part of the deal, and saves it.
5. Go back and meet with the customer.
6. Push it to F&I.
7. All the F&I manager has to do is load the miscellaneous screen – the deal is already there – and sell the customer warranty and any other F&I offering.

Can you describe a recent campaign you ran in w.e.b.CRM?

“We looked for customers who had not come in for service in the last 18 months. We put together a letter with a \$100 coupon on it. We tracked it back 90 days now and we’ve generated over \$90,000 in service RO’s just off of that one campaign.”

How long does it take to log a lead into w.e.b.CRM?

“We had a salesperson that complained it takes too long to use w.e.b.CRM to put the customer information in and print out the worksheet and appraisal form, so we did a time-motion study to determine how long it takes. It took about 2 minutes 35 seconds to do it by hand and it took 43 seconds to do it in CRM. That salesperson is now one of our better CRM users.”

Why is using w.e.b.CRM so successful at Clair Motors?

“As long as the top buys-in and the General Managers and Owner say this is how it is, give good reasons why, and train how this is the better way to do business, then w.e.b.CRM can be successful. It is also essential to have a w.e.b.CRM Champion plugging all the pieces together and helping the users to advance with the tool.”