

Trying to Explain why Demonstrations are Important?

The combined volume aspirations of the motor manufacturers for 2006 are hugely greater than the industry forecast of 2,375,000 cars.

Most UK manufacturers are telling us, the “sales experience” will be the emerging competitive advantage for 2006. With lots of cars and lots of consumer offers, we must prepare for serious same brand competition.

Why?

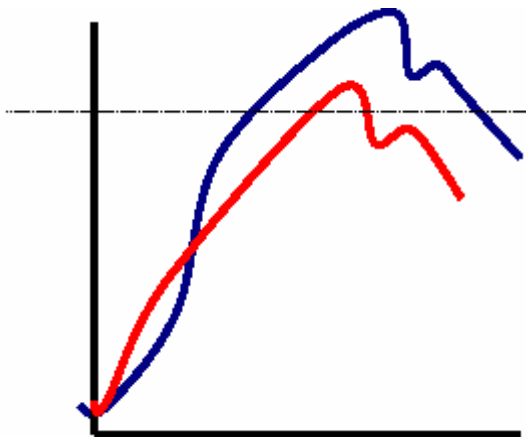
Customers are becoming ever more “car centric”. Meaning they research and select a car, down to a very narrow list, before they engage with our competitors and us. Which car is already decided on. In 2006 everything matters.

We get better than our competition or we sell fewer cars

We have the research data that proves most dealers already have enough enquiries to exceed their targets. All they need to access the results they need is get their sales teams serious about enquiries.

Serious in this context means:

1. They treat all your prospects like they might buy. 84% will
2. They engage all your prospects with a meaningful sales process.
3. They record, report and follow up all prospects until they buy or not.



What does this mean?

Call and ask