

# Showroom Optimisation



Increase Sales

Retain Your Customer

Improve Salespeople Performance

**Showroom Optimisation aims to increase dealership profitability and increase dealer's effectiveness of the showroom product. Your dealership will realise immediate benefits through the retrieval of showroom activity information that will provide direction to the sales and marketing team. The implementation of procedures that will help convert more prospects to deals make all of the above a reality. Showroom Optimisation is a package that encompasses a showroom letters solution, an advanced floor traffic module and ongoing training that ensures you maximise the return on your showroom investment.**

### 1. Advanced Floor Traffic

Our Showroom Optimisation solution enables greater conversion of prospects to sales by delivering a 'state of the art' Floor Traffic Management solution.

- Seamless integration to ERAnet
- Managing prospects through your 'Road to the Sale'
- Detailed Floor Traffic Analysis reporting, including but not limited to, conversion ratios and number of contacts required to make a sale.

### 2. Showroom Letters Solution

Sending letters from your showroom is easy. Thank you letters, introduction to your service department, anniversary letters can all be sent at the click of a button.

- A letter interval plan (contact schedule) for prospect and post delivery follow up is established with a set of up to ten letters tailored to suit your dealership. The plan can include manufacturer requirements and any current dealership letters
- A Synergy Consultant will implement this plan into ERAnet and configure our Microsoft integration tool accordingly, simplifying the generation of showroom letters
- All contact from your showroom can be automated to populate the salesperson's diary
- Training is provided to designated staff outlining the 'End of Day' procedure, updating the ERAnet contact history, checking customer data and printing/emailing letters.

### 3. Ongoing Sales Performance Analysis and ERAnet Showroom Training

Maximise performance of your sales team and the tools available with monthly visits to reinforce dealership best practices.

- Diary management training. Training sales staff to effectively manage their prospects, thereby maximising sales conversion
- Review sales performance reports. Spend more time analysing data and less time creating reports
- Sell more cars by speaking to more customers, doing more test drives and following up each opportunity more consistently
- Continual review of showroom housekeeping procedures to ensure maximum benefit.

## Super Benefits

- Increase in profitability by tracking and pursuing all opportunities
- Regular, scheduled contact is made with your customer for life, through the use of the Showroom Letter Solution
- Accountability of sales staff for all enquiries
- Increase in staff morale through the confident use of diary management
- Detailed data on hand for use in sales meetings
- Improvement in the quality of data captured
- Better co-ordination of 'in-house' sales and marketing programs
- One time floor traffic entry, no double keying of data
- Maximise your return on advertising dollar spent
- Sell more cars by following up each opportunity more consistently

## Fast Facts

- By the fourth contact from your salesperson, your closing conversion is less than 20%
- Gross profit is 25% greater on repeat customers
- 78% of all prospects that visit your dealership will buy a car

