

Reference Letter

Nyle Maxwell Family of Dealerships
Service to Sales Strategy

We have been doing business with Global Dealer Solutions for about 3 years. While the solutions offered have always delivered the results expected, the Service to Sales Strategy has changed the way we look at Service and Sales.

Because of the unique video service coupons product, we are more focused on getting our customers back from the independents than we ever have been.

These same customers represent inventory that we desperately need for our PreOwned operations, as well as additional sales which average about 2.75% Sales to RO or about 10-12% of our total sales. This is done through a one-of-a-kind product that automatically flags potential acquisitions and sales as each RO is opened in Service.

All of this is maximized by the on-site conversion tool that in our case has seen an increase in leads on the low end of 31% with our best performing store on the product realizing a 37% increase in leads from our own websites.

Do yourself a favor and check out the demo. It will change the way you look at you're marketing.

Regards,

Thomas Eggers

Platform Digital Director

(512) 354-6090