

Business Development Center Implementation Services



U.S. and Canada

Dealership-wide Solutions

Business Development Center Implementation Consulting Services

Business Development Centers (BDCs) add focus to help achieve higher sales and profitability, and higher customer satisfaction.

Make the Most of Your Customer Relationships

The key to success in today's marketplace is consistent, targeted, and relevant contact with customers and prospects. Our BDC consultants help you develop and implement a customer experience strategy and deploy a successful BDC. The BDC tracks your customer interactions and results through a streamlined, effective, and measurable process. Planned communication with a single point of customer contact leads to:

- Positive customer contact.
- Improved show rates for appointments.
- More sold vehicles.
- Faster customer response times.
- Higher customer satisfaction scores.
- Increased closing ratios.
- Increased service opportunities.
- More effective and efficient staff.
- Measurable ROI.

Still trying to decide if a BDC is right for you? Consider these facts:

- Customer relationships peak at the initial sale and gradually decrease over time without focused, continuous contact.
- It costs five times more to acquire a new customer than to keep a current one.¹ Where do you spend your time and effort? Attracting new customers or retaining the current ones?
- 67% of vehicle buyers went online as part of the buying process.² Are you responding in a timely manner?
- Before a purchase, the customer places more trust in the manufacturer. After the sale, they want to develop a relationship with their dealership.

¹ Gonzalez, Eliezer, *The Secrets of Customer Retention EXPOSED*, Sumit Pty Ltd, 2008.

² J.D. Power and Associates, 2006, *NewAutoShopper.com Study (SM)*.



Your Keys to Success

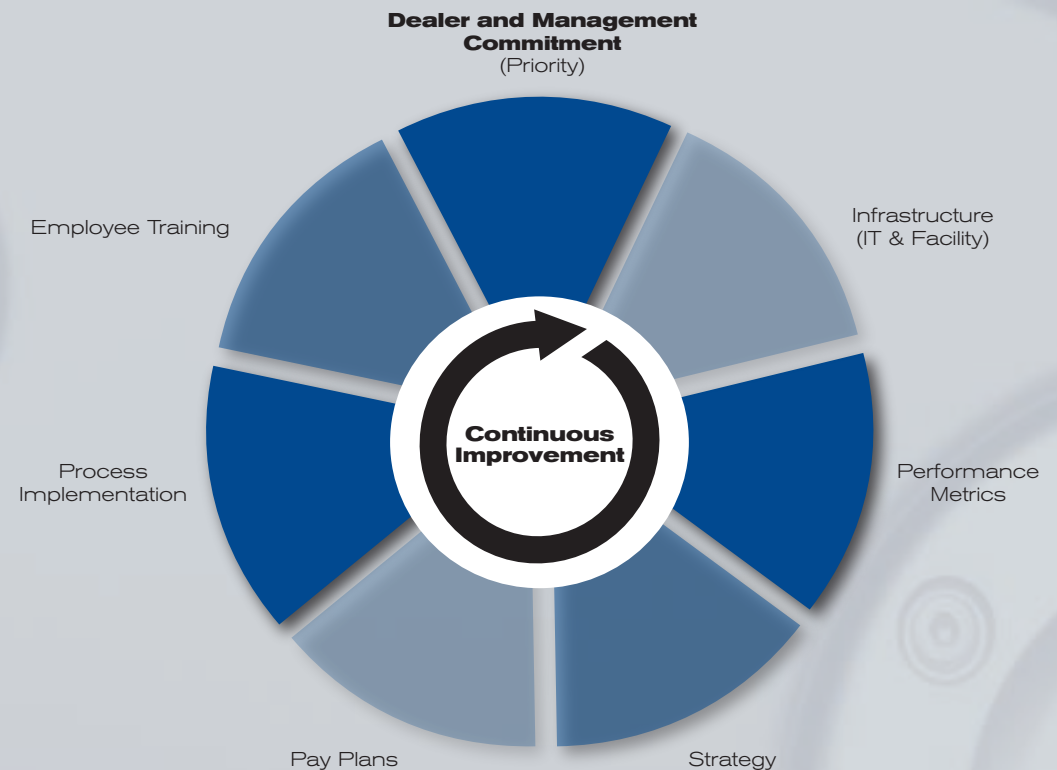
Reynolds works with your dealership to implement a BDC customized for you. Our consultants help you develop these seven keys to a successful BDC and provide industry-leading continuous improvement assistance.

Where Do You Start?

Our BDC consultants analyze your dealership's current processes, identify profit opportunities, and guide you through BDC planning, implementation, and follow-up. We walk you through an in-depth three-phase approach.

1. During Appraisal, we review your current performance and help you develop strategic and achievable goals for the future.
2. Implementation involves further planning, education, and the launch of a profit-generating BDC in two steps. Step one manages inbound customer communication via the showroom, Internet, phone, and service area. Step two builds customer loyalty through sold and un-sold follow-up in the sales and service departments.
3. Follow-up maintenance visits help ensure that your BDC is fully functional and provide additional training on operational measurement methods, process refinement techniques, and management coaching.

All phases include pre-visit planning and scheduling, in-store training materials, job aids, best practice templates, and scripts along with other resources to make your launch smooth and undisruptive to your business.



“...we now gross over \$30,000 additional per month...”

Rely on a Trusted Partner.

Each BDC consultant has more than a decade of experience successfully implementing and helping dealers sustain their BDCs. With an average of 12 years dealership experience in addition to 12 years with Reynolds, each BDC consultant is committed to your success and developing the best process for your dealership. Our knowledge and skills are tailored to your needs so that your BDC is perfectly suited to your business. Our record of success speaks for itself.

- Mercedes-Benz USA recognizes Reynolds as a premier provider of BDC technology, and an installation services partner for their dealerships with a Reynolds' CRM system.
- Ford Motor Company selected Reynolds as their sole partner for implementing BDCs in all Ford and Lincoln-Mercury dealerships regardless of the dealership management system (DMS) in place.

“Reynolds BDC Implementation Services developed a set of processes and procedures for our BDC that allows us to monitor its effectiveness. Due to these changes, we now gross over \$30,000 additional per month from outbound cold calls and our Internet sales now account for 28% of all vehicles that we sell. We recently purchased a Chevrolet store and applied these same techniques and overnight we doubled vehicle sales.”

**Tom R. Vosen, General Manager
Harbin Ford Lincoln-Mercury, Harbin Chevrolet
Scottsboro, AL**



Options

For a BDC that best meets your needs and drives business growth, consider these BDC Implementation Services Options.



Sales BDC

Focus on the technology and processes that will make your sales team's efforts more productive and profitable. With sales communications processes managed by your BDC, you can:

- Turn phone and Internet leads into appointments and sales.
- Pinpoint customers that are likely to purchase a new or used vehicle.
- Offer customers clear and consistent messaging.
- Improve response time to customer inquiries.
- Shorten the sales cycle, accelerating cash flow.

Service BDC

Increase your revenue from the service and parts departments with a BDC-managed service communications process. With a structured process in place, you can:

- Increase the number of service appointments.
- Create more opportunities for selling other maintenance services.
- Improve RO quantities - in jobs per RO and Parts sales.
- Retain post-warranty maintenance business.
- Ensure steady long-term revenue through lifelong customer relationships.

Dealership-wide

Implementing the combined Sales and Service BDC is more efficient and provides far greater returns with targeted contact taking place in both key areas of your dealership.

Virtual Customer Care Center (VC³)

Improve your productivity with Virtual Customer Care Center (VC³), a professional extension of your dealership that offers unmatched flexibility based on your business volumes. Callers are uniquely trained to act on your behalf using language that reflects how you want to talk with your customers, and call results are immediately available in your Reynolds Contact Management system. With customer communication handled by our qualified team, you can:

- Confirm all of your service and sales follow-up is completed in a consistent and timely manner.
- Conduct un-sold follow-up in a non-confrontational, survey-based manner that provides quality insight into how your staff treats your customers.
- Re-set appointments for prospects to return and purchase a vehicle.

Note: Each option available in various packages designed to fit individual needs and dealership sizes.

“This is the second month in a row that we sold 106 units. This type of performance greatly exceeded our expectations. Our BDC now accounts for over 40% of our retail volume.

I would gladly recommend your company and processes to anyone who is considering a BDC.”

**Chase Craven, General Manager
Stivers Automotive
Columbia, SC**

**For more information on Business Development
Center Implementation Services, please contact
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