



Close Deals, Satisfy Customers

CRM Solutions

U.S.

Increase customer satisfaction and boost sales by giving every customer the best showroom experience possible.

It's Your Show

How well does your sales team convert showroom visits into sales? Problems at any step in the process – vehicle selection, demo, write-up, negotiation, or unsold follow-up – can result in lost sales. Showroom Management Consulting from Reynolds uses industry experts to examine your current sales processes and establish best practices, benchmark metrics, and techniques to help your staff improve customer satisfaction, efficiency, and profitability.

Room for Improvement

When it comes to managing the sales process, knowing how to generate sustainable performance improvement is both an art and a science. Reynolds experts can show you how to build on what you already do well, in addition to teaching you new techniques and best practices. Our consultants will show you how to:

- Close more deals by effectively preparing for customer appointments.

Reynolds Consulting for Showroom Management can help you develop:



A Consistent Appointment Process

- Boost customer satisfaction and loyalty.
- Increase sales with a standardized sales strategy.
- Establish customer visit guidelines and showroom readiness.



A Thorough Data Collection Process

- Improve data collection and customer processing.
- Increase follow-up opportunities after visits.
- Boost sales by following qualified leads.



A Comprehensive Unsold Follow-up Process

- Save deals in danger and bring customers back.
- Increase customer satisfaction.
- Learn why customers don't buy.

Showroom Management Consulting

- Improve your odds of selling by gathering more customer data.
- Increase customer satisfaction by developing strong model selection, demo, write-up, and desk processes.
- Improve the effectiveness of un-sold follow-up using customer and market data.
- Maximize your success and improve processes by fully utilizing your customer relationship management (CRM) tools.

Boost Performance

Arm your sales team with the tools and knowledge to close more deals and improve customer satisfaction. Expert guidance can help transform ineffective showroom performance into success.

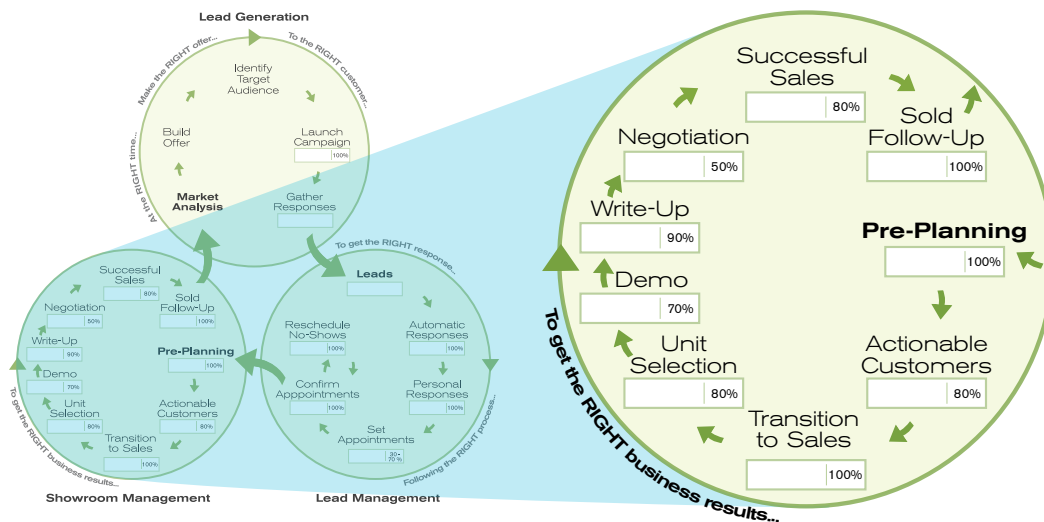
- Improve sales by exercising effective pricing and building attractive payment options.
- Increase customer write-up percentages, profit per unit, and customer sales satisfaction.
- Strengthen your bottom line by reducing customer order cancellations.

Consulting Makes a Difference

Reynolds Consulting Services can help you gain a fresh perspective on common challenges and improve your business. With an average 25 years of combined automotive retailing and Reynolds experience, our professional consultants have the knowledge, desire, and tools necessary to help you succeed.

“Reynolds Consulting has been our partner in examining where we are, what we do, and guiding us to growth for the future. It is simply not enough to rest on the laurels of past success – which is the reason for our implementation of Reynolds Consulting as part of our recipe for success.”

Michael Stanford,
Vice President/General Manager
Varsity Lincoln Mercury
Novi, MI



For more information about Showroom Management Consulting, please contact Reynolds Consulting Services at 866.850.8194 (option 2) or e-mail consulting@reyrey.com.

