

# A Fresh Perspective

Dealership-wide Solutions

## Ask Yourself...

- ? Am I getting the most out of my technology investment?
- ? Is my business suffering because I am not able to change the behavior and improve the skill sets of my staff?
- ? Am I wasting money on ineffective processes and practices?
- ? Is customer satisfaction hurting because of negative experiences or impressions when visiting my dealership or website?

***“The credibility that Reynolds consultants have real automotive retail management experience enables our employees to be receptive to changes, which allows us to better manage the change once the consultants are finished.”***

Jimmy Ellis, Vice President  
Jim Ellis Automotive Dealerships, Atlanta, GA

## Expect Results

- Optimize resources, practices, and tools with dealership-experienced professionals that fully understand Reynolds solutions -no solo acts.
- Experience proven results from over 25 unique process improvement projects designed with focus on all dealership departments; built by project management and adult learning professionals.
- Increase profits and retain customers by building a bank of loyal, lifetime customers.

## How Happy Are YOUR Customers?



Customer surveys show  
an overall satisfaction rate of

# 96%

with Reynolds Consulting Services.<sup>1</sup>

<sup>1</sup>Voice of the Customer scores

**Reynolds  
Consulting Services**

## About Reynolds Consulting Services

Gain a fresh perspective on common challenges with experienced consultants averaging 25 years of in-dealership management, ownership experience, and Reynolds systems experience who help you better utilize your resources, practices, and tools.

### Available Consulting Services

#### Sales and eBusiness

- Improve sales processes in person and on the Web.

#### CRM

- Ensure every customer and prospect enjoys a consistently positive and professional experience.

#### Fixed Operations

- Accelerate profit potential and CSI by plugging profit leaks and increasing efficiency and productivity.

#### Business Office

- Increase efficiency while reducing errors for greater control over your critical financial and customer records.

#### DMS Optimization

- Improve your bottom line by evaluating your current usage and making a plan for how to increase utilization.

#### Virtual Customer Care Center

- Discover why prospects did not buy and then bring them back to purchase.

#### Custom, OEM, and Enterprise Implementations

- Find the best answers for your dealership with custom-built consulting packages.

“Reynolds Consulting is an asset to our company. I feel fortunate to have built a professional relationship with our consultant and I am grateful to Reynolds for sending a person whom I would also call a friend.”

Jennifer McCloskey, BDC Manager  
Varsity Lincoln Mercury  
Novi, MI

### Highlights

- **Credibility** - Consultants have real-world dealership experience and have performed the jobs they coach.
- **Focus** - Immediate and relevant feedback in group or one-on-one sessions.
- **Best Practices In a Live Environment** - Coach and practice where you work using real data and situations.
- **Results** - Understand which measures matter and how to coach role players to their best performance.
- **Professional Grade** - Engage dealership personnel using a variety of tools such as process checklists and maps, planning templates, talk tracks, and assessment materials.

Experience greater results. Let Reynolds Consulting Services help you get the most out of your technology investment and see a clear return on your investment.



MAKING BUSINESS BETTER.