



Successful Negotiation Made Easier

Sales and F&I Solutions for ERA[®]

U.S.

Quickly and accurately calculate and present finance, lease, and cash payment options that satisfy you and your customer with Desking.

Impress Your Customers

Desking streamlines your negotiation process, enabling you to easily create profitable payment options, and helps ensure a positive customer experience. In addition, Desking's seamless integration between sales and finance helps you drive a more productive front-end business.

- Increase credibility with professional, printed* proposals.
- Make it easier for your customers to say "yes" faster and more often.
- Close more deals on first-pencil by presenting multiple* payment scenarios.

Grow Sales

- Increase close ratios by reworking payments quickly and easily as the transaction progresses, keeping your customers engaged throughout the process.
- Improve sales management with Desking's comprehensive reporting tools.
- Track metrics on all deals in process and make more profitable decisions.

	1	2	3	4	5	6
Deal Type	Retail	Retail	Lease	Lease	Lease	Lease
Financial Inst.	FORD MOTOR	FORD MOTOR	US BANK	FORD MOTOR	FORD MOTOR	CHASE MHA
Program	Normal	Normal	Normal	Normal	Normal	Normal
Stock Number	M000022 1	20072 1	M000022 1	M000022 1	20072 1	20072 1
Year / Model	2008 ARL	2007 ESCAPE ILT	2008 ARL	2008 ARL	2007 ESCAPE ILT	2007 ESCAPE ILT
Style	SEDAN	4 DR UTILITY	SEDAN	SEDAN	4 DR UTILITY	4 DR UTILITY
Selling Price	\$17,995.00	\$23,000.00	\$10,645.06	\$10,645.06	\$13,000.00	\$23,000.00
Alternatives	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
Doc Fee	\$50.00	\$50.00	\$150.00	\$150.00	\$50.00	\$50.00
Trade Allowance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Trade Payoff	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Rebates	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
Customer Cash	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00
DGC Premium	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00
Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
GAP Premium	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
LHM Premium	0	0	0	0	0	0
Term	72	72	72	60	48	60
Risk/Money Factor	7.25	7.25	.00940	.00290	.00900	6.25
Residual % / \$	0.00	0.00	45	95	45	0.00
Mileage Program	0	0	15000	15000	15000	0
Residual \$	\$0.00	\$0.00	\$45.00	\$59.00	\$48.00	\$0.00
Payment	\$1,636.76	\$377.36	\$1,767.18	\$1,651.92	\$470.90	\$455.49
Due on Delivery			\$6,542.18	\$3,000.00	\$3,475.00	\$950.00
Front End Gross	\$3,025.00	\$950.00	\$5,752.88	\$3,295.06	\$890.00	\$950.00
Back End Gross	\$450.00	\$450.00	(\$27,903.60)	(\$17,546.40)	(\$2,740.50)	\$450.00

Multiple scenarios worksheet provides significant flexibility to work your numbers.

“Desking is an integral part of our front-end process. We can present multiple payment scenarios in a flash. It helps us achieve a 99% customer satisfaction rating.”

Dave Lee, General Sales Manager

**Voss Village BMW
Dayton, OH**

To hear more from Voss Village BMW, a video is available at www.reyrey.com/MakingBusinessBetter.

