

INCREASING PNUR 287% IN 3 MONTHS

INSIGNIA



Ben Mynatt Addresses Reduced Margins

[Simplified Accessory Sales]

"A car is a tough sell. People will beat you up in negotiating the price, but once you get a yes, then all the pressure is off and they will keep saying yes. A key component in our process was placing the accessories computers outside the F&I office. It fills the time they are waiting to go into F&I." states Ken Becker, General Manager.



By leveraging Insignia's easy vehicle selector Ben Mynatt customers are presented with a 360 degree realistic, interactive representation of the exact year, make, model and color of the vehicle. Ken and his team quickly discovered that introducing accessories after the deal was a natural progression of the sales process.

Introducing vehicle personalization was key to addressing their profit challenge. In less than four months the team sold over \$48,000 in product and after their in-store training, they increased their profits by 287%.



Sales Manager David Bellen says, "Communication is the key. When an accessory is sold an email is sent automatically to each department. It's effortless and it's one of the best systems in our store. I'm never too busy to sell accessories."

There is typically a disconnection between the parts, sales, and service departments with regards to price, orders, labor, etc. Insignia bridges the gap by empowering each department with access to this standard information. The enhanced communication makes it easy for the team to present options with every deal...every day.

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Executive Manager Tom Zeffiro says, "We have weekly managers' meetings and we use the reports feature to keep everyone abreast on how well we are doing. I get to hand Chris, one of our sales consultants an envelope of \$266 tomorrow because he sold a ground effects package. It's very easy to use and if it takes more than an hour a day to manage, I'm doing something wrong."



David Stringer, Insignia President talking with Tom Zeffiro, Executive Manager at Ben Mynatt.

The Insignia system provides detailed reports, enabling upper management to see who is selling what, order status, popular items, and much more. Complete visibility holds everyone accountable at every step in the process across every department.

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