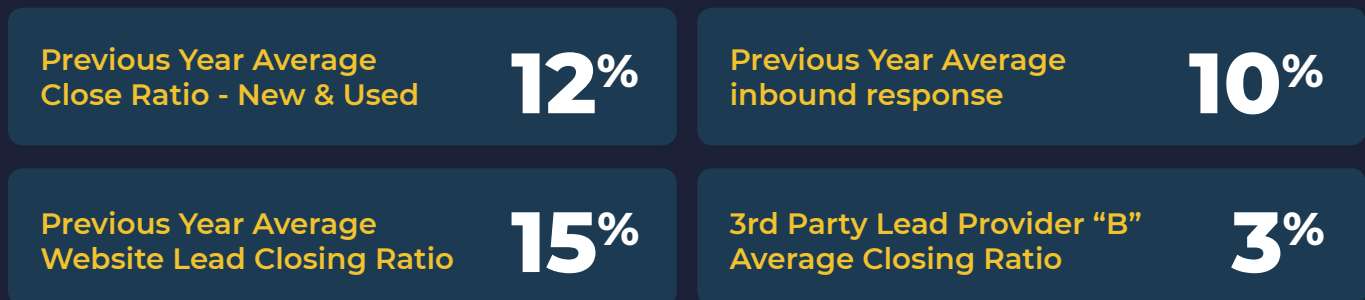


Dealership "A" from San Diego* was already doing a great job of handling their internet leads. They were interested in discovering if implementing the Digital Downforce Process would enhance their already impressive close ratio.

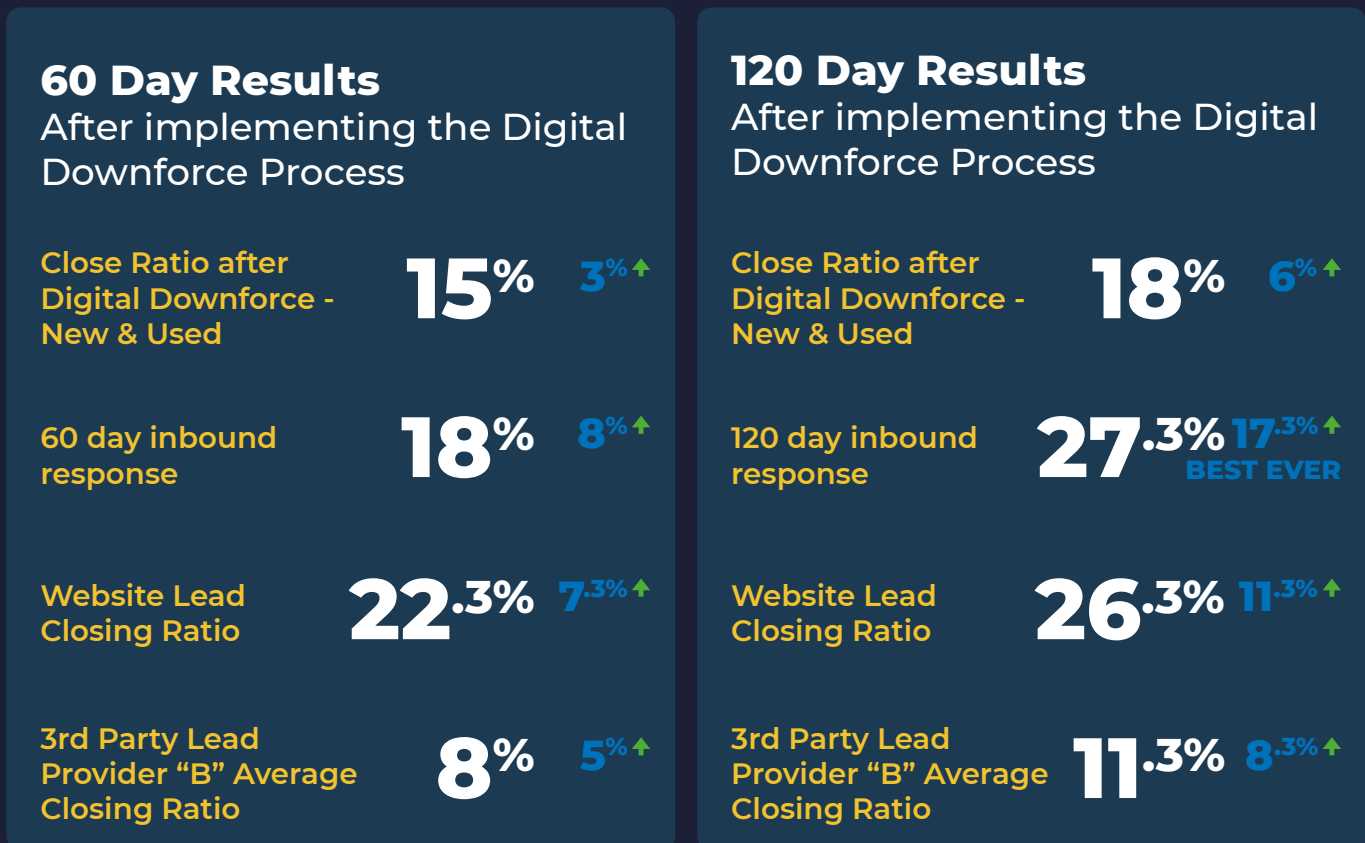
Dealership "A" was considering eliminating some of their lower performing 3rd party lead sources. 3rd Party Lead Provider "B" was on the chopping block prior to the implementation of Digital Downforce.

Let's look at how Dealership "A" was performing prior to Digital Downforce.



Their team completed the Digital Downforce Process training. The Digital Downforce templates were customized and implemented in their CRM for each sales consultant. Dealership "A" uses a Round Robin lead distribution. With Round Robin each sales consultant receives leads.

With change comes those that will oppose change. Accountability was implemented. If a sales consultant completed less than 60% of their tasks they had their internet leads taken away from them for 1 month. The team was completely on board.



*Dealership "A"s name is being withheld to prevent other dealerships from Mystery Shopping them.