

CONQUEST CASE STUDY: NISSAN OF COOKEVILLE, COOKEVILLE, TN

Discover how Nissan of Cookeville was able to expand their market into surrounding areas, increase their turn by 22% and improve their new car sales by 30% using the right technology and leveraging live market insights.

About Nissan of Cookeville

Nissan of Cookeville is one of three franchise locations in a large town in Tennessee. Managing Partner Mike Rezi and his team focus on creating the right selection of vehicles and improving their customer service as a way to draw customers from these larger markets.

Nissan of Cookeville Looks to Expand Their Market

Rezi and his team had been facing several challenges with their new vehicle inventory. Located in Cookeville, TN, their dealership is in a less populated area with a small market. They are located within 100 miles each of large, competitive markets, including Nashville, Knoxville and Chattanooga. Nissan of Cookeville had been successful in their own market but needed a way to penetrate markets that offered more opportunity.

In order to keep sales up, they needed to attract customers within driving distance. They understood that customers could go to any number of dealerships to pick up a new black Nissan Altima, so they needed a reason to choose Nissan of Cookeville specifically.

With three dealerships to manage in a competitive market, Rezi and his team needed a way to stand out. They wanted to attract attention online, keep the right vehicles on their lot and reach more customers outside of their market. But managing their high inventory levels, updating rebates and incentives and knowing what their customers were looking for took time away from the business.

Nissan of Cookeville needed a faster, smoother way of operating. They needed a tool that would help them put an inventory management strategy in place; pull customers from larger, competing markets; and give them results when it came to increasing sales and turn.



NISSAN OF COOKEVILLE STATS

Retail Sales:

Before: 20 New Vehicles/Month
After: 125 New Vehicles/Month
80 - 90 Used Vehicles/Month

Vehicles in Stock:

Before: 125 New Vehicles
After: 450 New Vehicles
150 Used Vehicles

*Increased new car
sales by 30%*

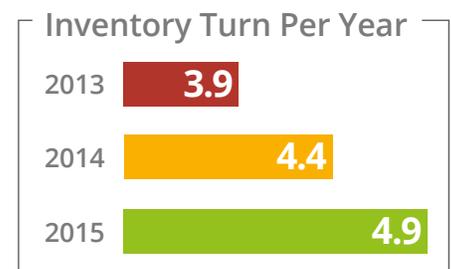
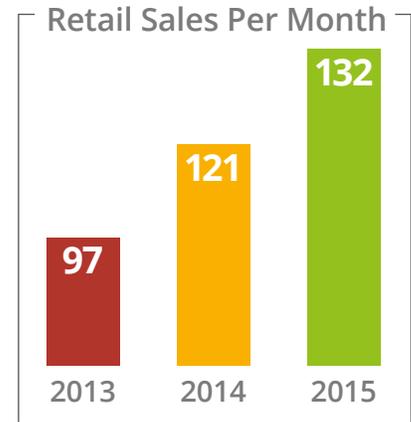


Nissan of Cookeville Re-thinks with Conquest™

Mike Rezi realized he would need to draw in new customers from these larger markets to grow his sales volume and profits. To reach these other markets, Rezi recognized the potential of the internet. Online, he could capture shoppers and compete with the big metro dealers.

In order to grow, Nissan of Cookeville also realized that they would need to fix their new car pricing and stocking strategy. Before Rezi arrived at the dealership, most pricing and stocking decisions were made with a combination of gut feel and recent sales history. Rezi was looking for a more accurate, systematic way to stock and price their new car inventory.

With these goals in mind, Rezi attended the NADA Convention in 2014, searching for a new way to analyze his new vehicle department. The vAuto booth had exactly what he needed: Conquest. With this tool, he and his team could make their business more visible to customers outside of their market and get ahead of the competition.



“Conquest has helped us increase new car sales the most by providing insights into the surrounding markets and enabling us to promote the right vehicles at the right time”

Mike Rezi
Managing Partner, Nissan of Cookeville



A More Strategic Approach to New Car Sales

With Conquest, Rezi is able to deploy a more strategic approach to pricing and stocking. These decisions are now made based on the inventory on his lot as well as the inventory in his surrounding market.

Rezi notes, "Conquest has helped my dealership improve our pricing by giving me a pulse on the market. If I need to sell a particular vehicle or I have too many of a certain vehicle, I can use Conquest to price aggressively to make sure I can turn inventory faster."

By re-thinking their new vehicle strategy with Conquest, Rezi and his team were able to get better insights into the surrounding market, know what their competitors were doing, and set parameters that would help them be more efficient and find opportunities to be even more successful. Smarter stocking decisions carry into their dealer trades as well. Conquest enables them to look for gaps in the market where demand outpaces supply.

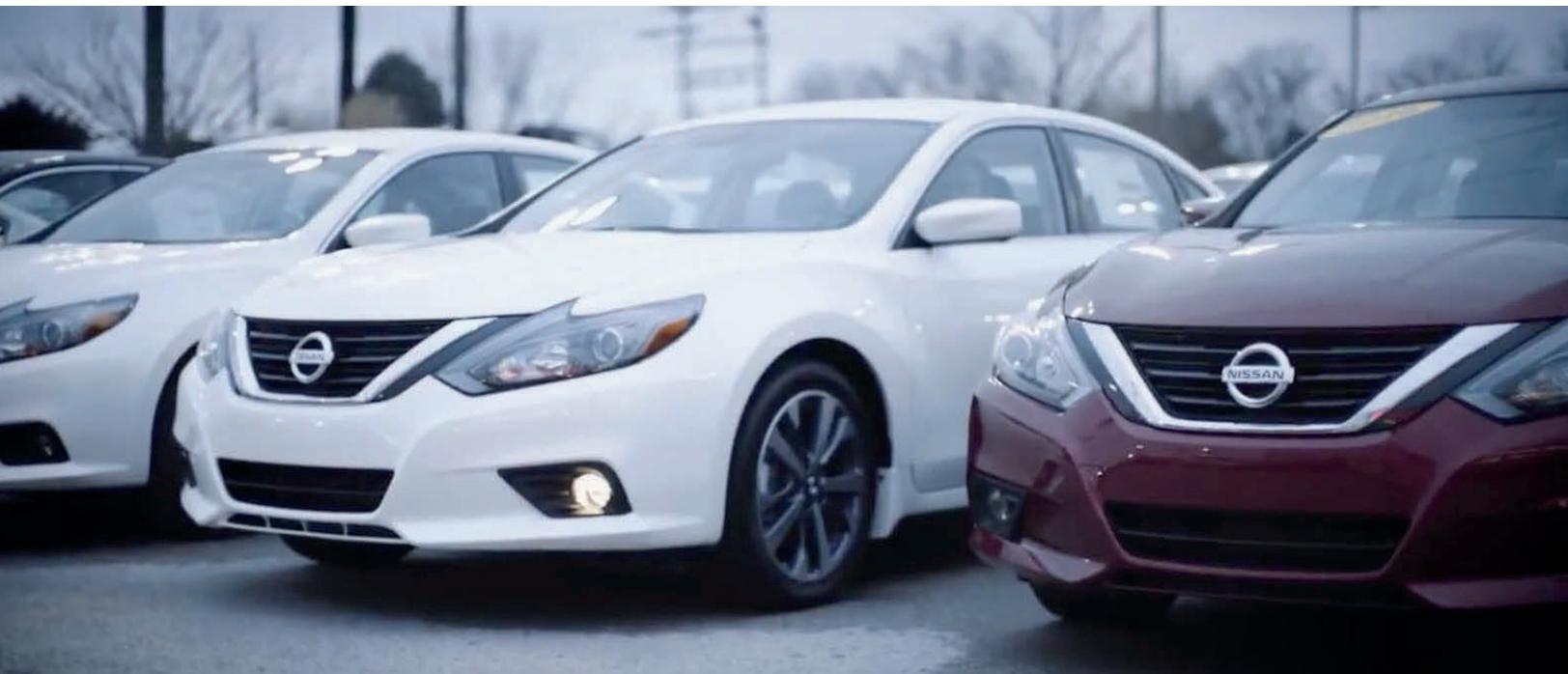
"The biggest difference is speed – everything is a lot easier and smoother with Conquest. It helps me with time management and knowing where I stand with my new car inventory at any time."

The team at Nissan of Cookeville has also become experts at online listings, leveraging accurate pricing to attract customers. Rezi and his team make sure their online showroom has the information customers want with detailed VDPs that include the following:

- Market-based prices
- KBB price advisor wheel
- Comprehensive vehicles descriptions
- Clear explanations of incentives and rebates

"Manufacturers tend to change rebates often. Conquest helps me always have the latest rebates advertised with the right disclaimer just one click away," Rezi says.

With an emphasis on transparency, Nissan of Cookeville continues to grow their inventory, attract customers from larger, metropolitan competitors and increase their sales volume.



Results at Nissan of Cookeville

Conquest gives Rezi and his team a pulse on the market and what customers want so that they can stock the right inventory, price aggressively, win trades and easily update rebates and incentives. With all this valuable market insight, Rezi can do his job more efficiently, and his market share performance is now three times better than the average dealer. **They see a 22% faster turn and a 39% increase in sales.**

Beyond new car sales, Rezi has seen results in every other department. They're experiencing huge incremental gross profit gains by winning more quality trades, which drives more reconditioning work and used vehicle department sales. With all of this growth, Rezi has started to use a new tool to manage his used vehicles sales: Provision from vAuto.

When Mike was asked if he would recommend the tool to another dealer, he grinned and said

“I would recommend Conquest to a dealer not in my market.”

Drive Better Performance and Profitability with Conquest

Mike Rezi is just one of nearly 3,000 franchise dealers who use Conquest to drive better performance and profitability in their new vehicle departments. Conquest empowers you to better stock, price, trade and merchandise your new car inventory with the primary goal of selling more.

Learn how Conquest can help you re-think your new vehicle performance and improve your profitability.

Visit vAuto.com/Rezi
to take a video tour of Conquest.

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