

Product Excerpt

2019 Research Report & Buyers Guide



Award Winner: Sales Process

nextup[®]

Nextup

A modern automotive Up System that builds and maintains efficient processes for their sales floor, finance department, and service drive while improving accountability, business insights, and customer satisfaction.



"Nextup provides an efficient, managed floor and holds the sales team accountable for their time. When a salesperson doesn't have to worry about fighting for the next opportunity, they are able to focus more on the tasks that you want them to complete."

Sarah White
Mississauga Toyota



"While the industry continues to look online for optimal consumer engagement, we remain focused on the most critical part of the journey, the dealership visit. Nextup ensures all in-store interactions are measured for key dealership decision-makers."

Clint Burns
CEO
Nextup

For 11 years, the Nextup Managed Retail Sales Process (MRSP) has been assisting dealerships in monitoring and measuring team performance. The Nextup process also ensures effective customer engagement in the showroom, in the finance office, and in the service drive. This year, Nextup has focused on improving two key metrics: 1. ensuring that a test drive is taken, and 2. that a manager is quickly introduced into the sales process. Based on Nextup's extensive historical data, these actions have proven to be vital in closing a sale for a first-time walk-in – a closure rate of 47%. With 100% accessibility on mobile, dealership employees are always connected to Nextup, know where they are supposed to be, and what they need to be doing. Their platform gives dealers a world-class solution to workforce management which builds greater productivity, reduces customer angst, and increases showroom closing percentages.

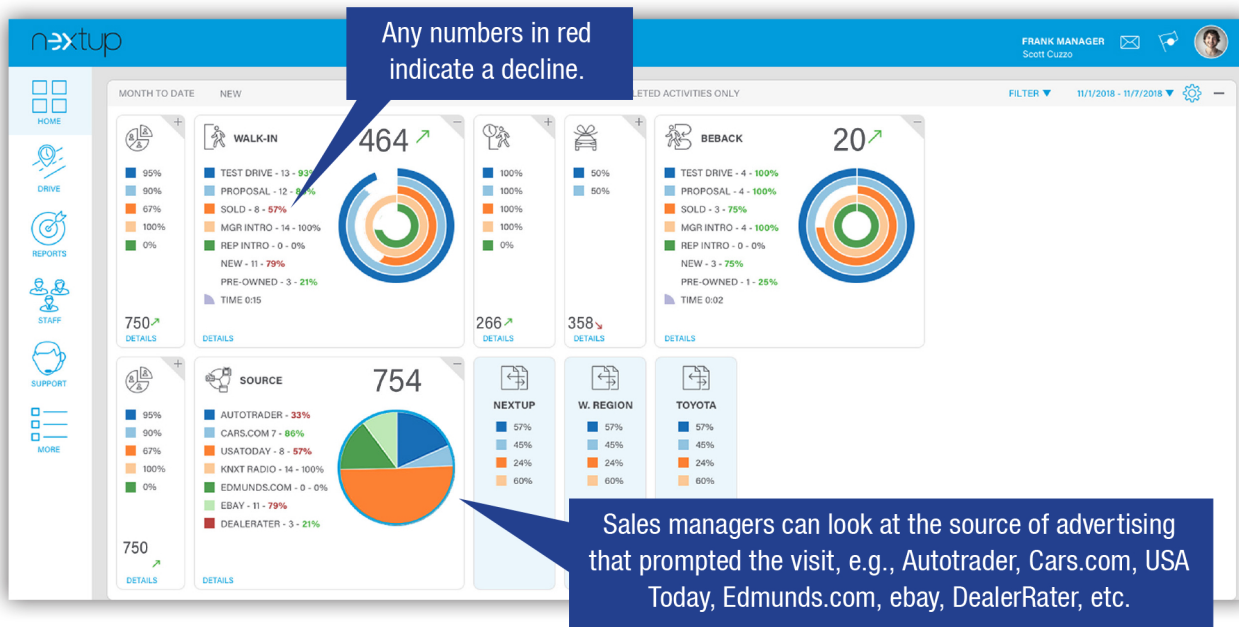
The Problem:

Today's customers spend 12.5 hours researching online, arriving at the dealership better informed and with a higher expectation of the retail sales experience. They are more 'transaction-ready,' and the dealership needs to be prepared to deliver a first-class initial impression. When there are too many sales people loitering in the showroom or perhaps none at all, poor first impressions are created. The showroom sales process, from walk-in through delivery, should run like a well-oiled machine. From a sales manager's standpoint, sales people standing around on the floor also means that time-sensitive CRM follow-up is not occurring. Many dealerships have never had true accountability in the showroom because they relied on the sales staff to log shoppers into the CRM, which is a flawed model.

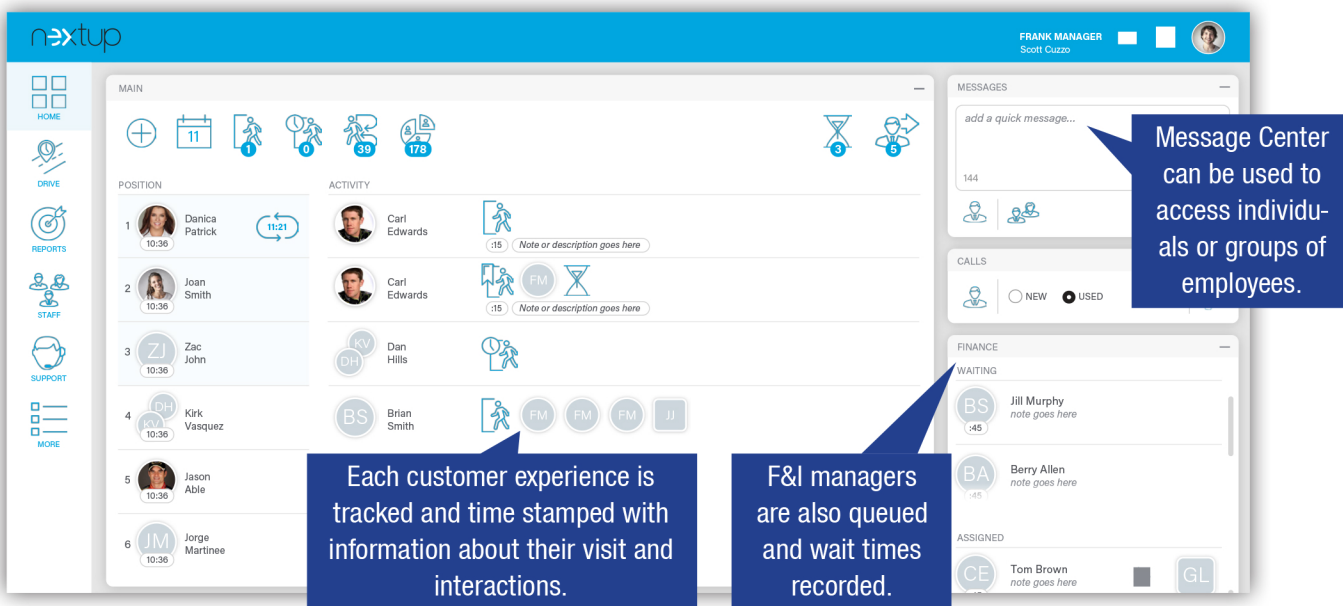
How It Works:

Nextup solves the problem of the traditional open sales floor by providing an electronic up list for all sales, finance, and service personnel. Dealers will have the necessary staff on the showroom floor and free up the rest of the sales team to handle their follow-up tasks or other duties. With no distraction for walk-ins, there is peace of mind that each salesperson is in the loop and will receive a notification when it is their turn on the floor. Showroom visits that include a management 'touch' close at 47% versus 25% when no manager is

involved. There are also dramatic differences in the closing rate when comparing a manager introduction within the first 10 minutes of a customer's arrival versus after 20 or even 30 minutes.



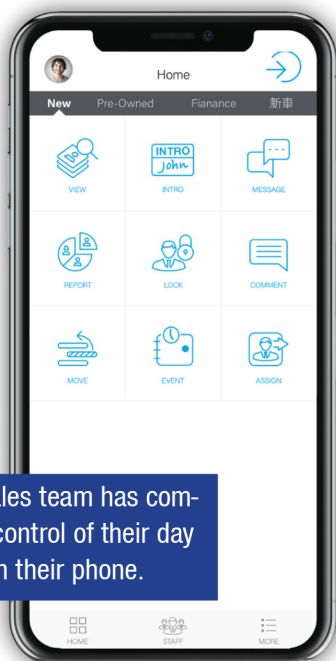
It's easy to look at the dashboard and see the order of the sales team queue; who's up, who's on deck, and who should be involved with their follow-up activities. In fact, some stores have a dedicated screen to monitor what's happening on the sales floor. Salespersons that are with customers are listed with information that includes: how long the customer has been engaged, if it was a walk in or an appointment, and who else is involved in their sales discussion. When the salesperson is ready for a manager's introduction, it's as easy as tapping the 'manager intro button' on their phone. The manager's involvement with the customer will then be tracked.



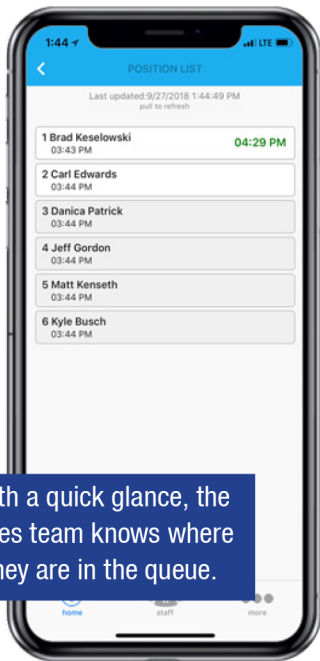
Nextup time-stamps every part of the showroom process: how long the customer was with the salesperson, when was the manager introduced, how long was the test drive, at what point did finance get involved and how many minutes did the customer spend with finance. Each interaction is measured and every person can be held accountable. A drill down into the metrics involving the time-stamps could reveal that longer test drives result in higher sales. By tracking higher appointments to fresh guest ratio, management can discern which managers are getting higher productivity from the team.

Finance. With the industry looking for ways to reduce the customer’s lengthy wait and transaction time spent in finance, Nextup is a great tool for finance team assignment and tracking. Once the finance manager accepts the deal from the salesperson, he is alerted to bring the guest to the finance office. When the transaction is complete, the finance manager puts their name back in the queue and the timer is stopped. Wait time, transaction time, and overall time are tracked. On a busy day, a salesperson may see that the wait time for a finance manager is too long, so a ‘backwards delivery’ may be the better choice, filling the time by providing the customer with an introduction to the service department, or elaborating on vehicle features so that being fourth in the queue for finance doesn’t become a negative post on Facebook or a bad CSI score.

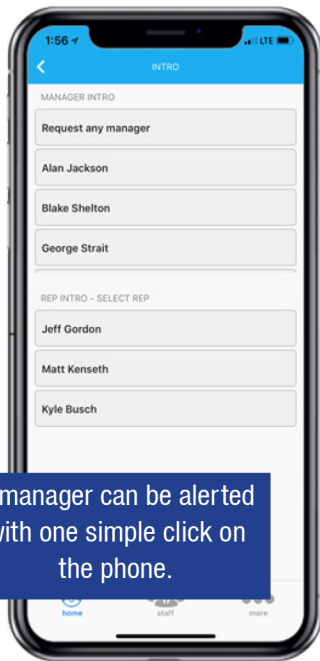
Mobile Features. Dealership employees view, update, and manage the Up System with Nextup’s simple-to-use mobile app. The app is available in the Apple and Google Play stores and is free for registered users. Going into the staff page allows any employee to be messaged directly or called. ‘Scheduled Opportunities’ will allow a rep to schedule an appointment in the system in advance, right from the app. Managers will have quick visibility to see a list of the appointments for the day, as well as seeing those appointments that have shown.



The sales team has complete control of their day on their phone.



With a quick glance, the sales team knows where they are in the queue.



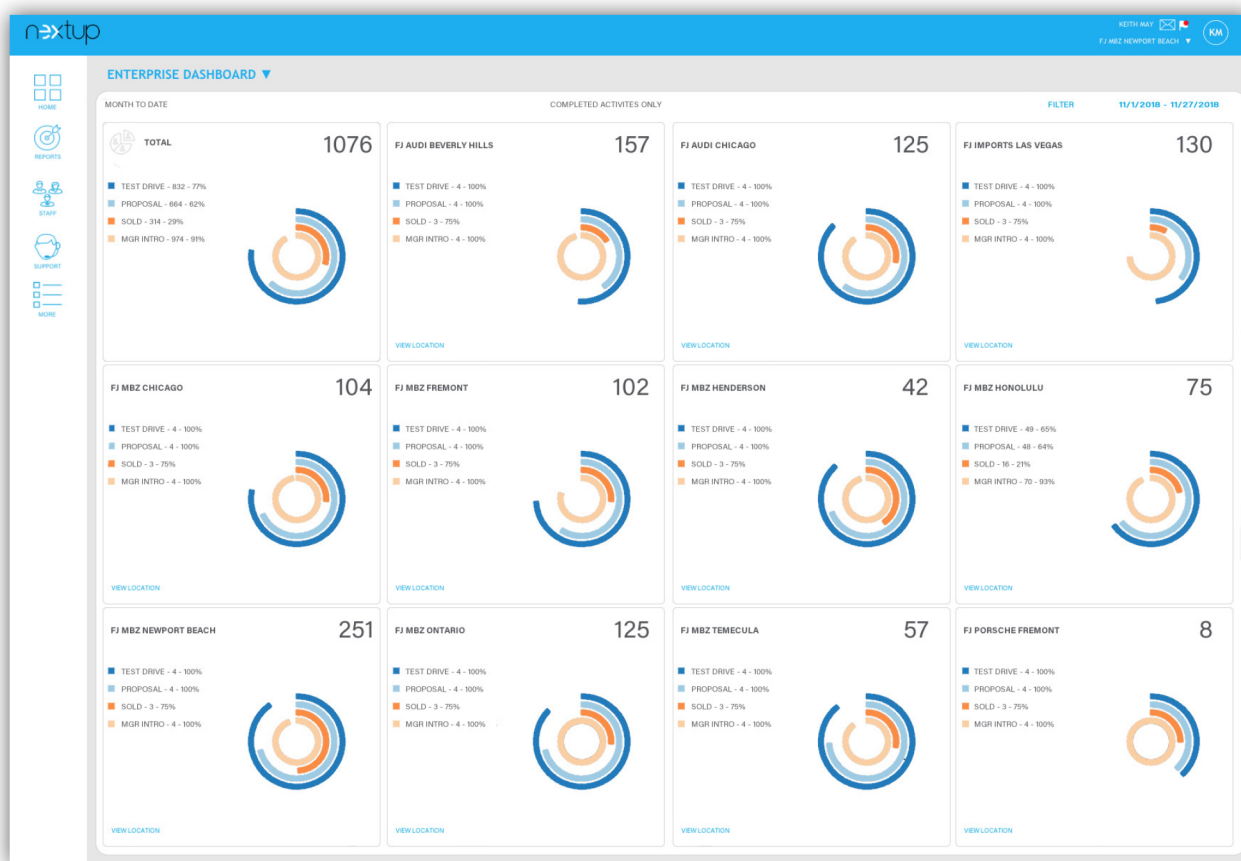
A manager can be alerted with one simple click on the phone.

Position Hold. NEW. Position Hold enables sales staff to maintain their position in the Up System while they are with an appointment, be-back, or delivery - rewarding the salesperson for getting the customer back into the store. When the customer visit is completed, they will return at the highest designated hold position in the queue.

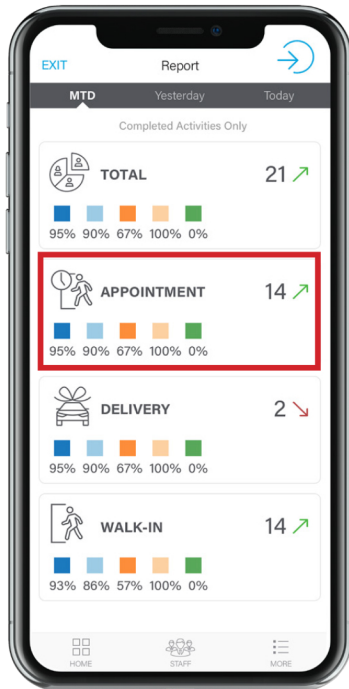
Power Rotation. Power Rotation creates a fixed amount of time each sales staff member would be required to cover the point. Once the fixed amount of time is met, the sales staff members in the Up System are rotated.

Comparison Reporting. Dealers can anonymously benchmark their store nationally, regionally, and by brand. The dashboard displays the breakdown of test drive proposals, sold vehicles, and manager intro information as compared to all the 600+ Nextup customers. Dealers can see how they stack up against other dealers for any time period.

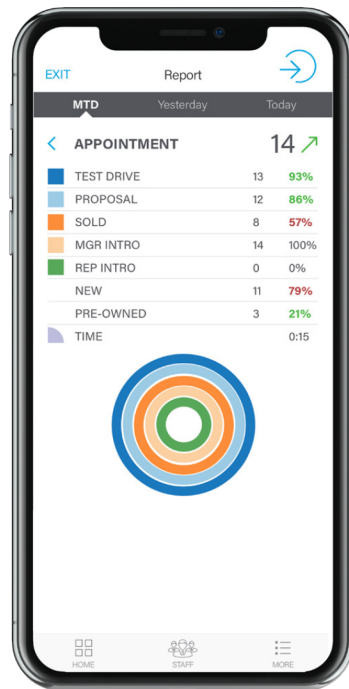
Enterprise Reporting. NEW. This robust report presents a collected view of all stores within a group. Displaying the key metrics for each store individually, the Enterprise View provides a snapshot of how each is performing. A manager can also filter and look at only one brand of stores or certain locations. Clicking 'View Location' will allow a drill down into the metrics of any one store.



Mobile Reporting. It's easy for a sales manager to stay informed about staff performance. A quick glance provides information about daily or monthly statistics, as well as trends.

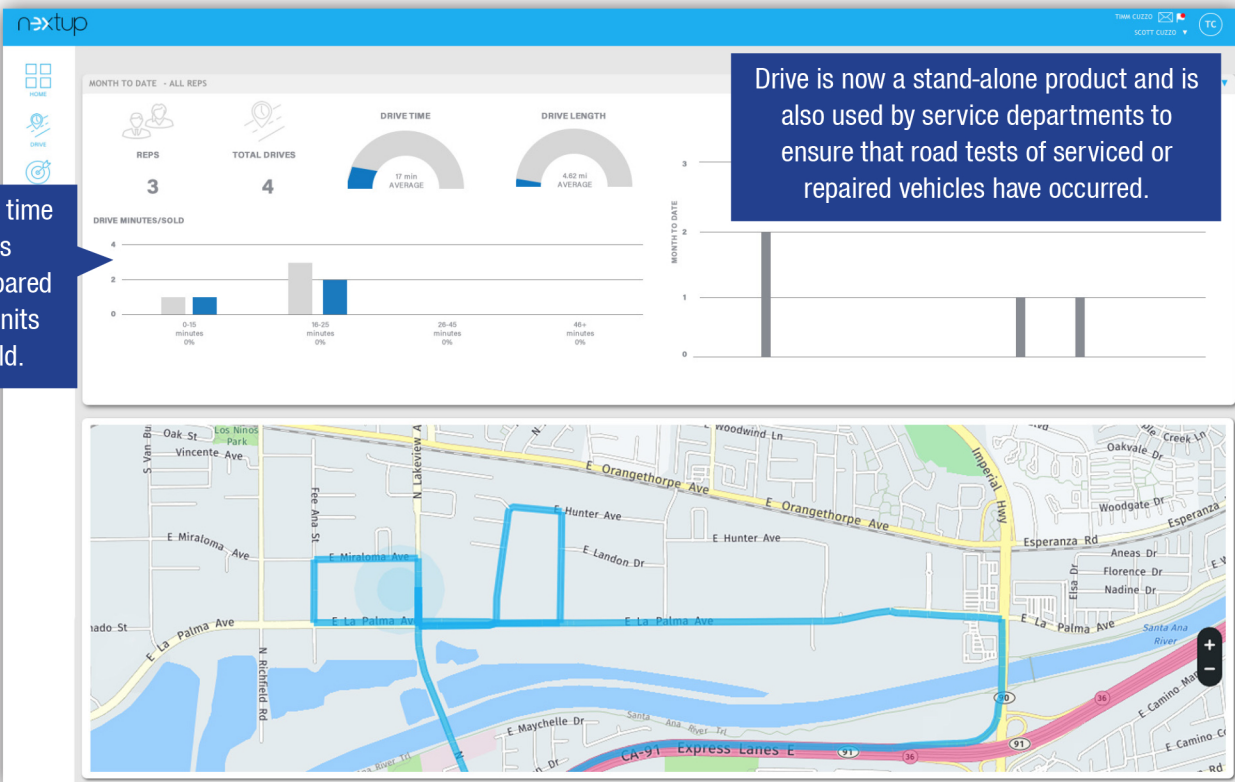


Color-coded graphics on Nextup's mobile app make it easy to understand what activities are happening on the sales floor and deficiencies that may need to be addressed.



Drive. Recent consumer surveys* report 80% of shoppers would never purchase without a test drive. Understanding how important this step of the buying process is, Nextup continues to evolve Drive and the associated reporting. Upon returning from a test drive, data is uploaded which allows a manager to track the vehicle, the duration of the drive, the route, and speeds traveled. The updated Drive dashboard provides management insight and analytics into team and individual conversions based on this data.

*Source - Cox Automotive Future of Digital Retail Study, November 2017



Drive is now a stand-alone product and is also used by service departments to ensure that road tests of serviced or repaired vehicles have occurred.

Drive time as compared to units sold.

What do dealers say about Nextup?

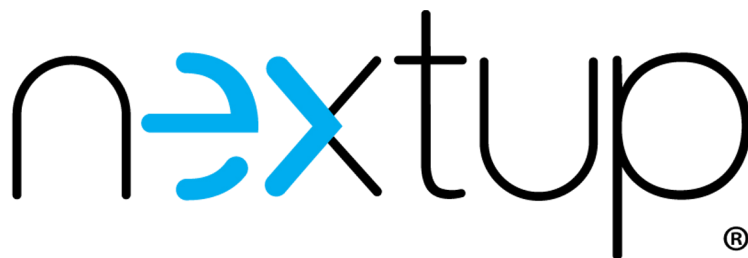
"We are a big store, located on 18 acres with multiple storefront entrances. It was not unusual for us to hear from customers saying they came to the store, waited for up to 15 minutes, and then left because no one greeted them. That was four years ago, before we got Nextup. Now, we have a salesperson, at the ready, who knows that his prime responsibility is to greet and take care of the customer on the spot. Not four or five people standing around outside smoking and chatting about their weekend. That's so intimidating to a customer and a huge loss of productivity. Now, the sales people can be productive with their follow-ups knowing where they are in the queue - #2, #3, #4. Without Nextup, I can't imagine us being as successful as we have become."

The Hand-Off tool puts finance on the clock. Our primary goal is to shorten the transaction time, primarily for the customer's benefit. But if we can cut 30 minutes off the customer's time in the finance department, that can save hundreds of hours and have a significant impact on productivity and CSI! It's a great coaching tool for our team to know exactly how long each part of the process is taking."

Bill Ford
Sales Process Manager
First Texas Honda

"An open floor plan is difficult to manage and inefficient. Nextup provides an efficient, managed floor and holds the sales team accountable for their time. It not only provides a fair and even playing field from senior to rookie advisors but also provides more cohesiveness within the team. With a better team environment, there is less turnover with staff. We are also able to provide a more efficient guest experience. Having a managed floor with Nextup has created an all-around better environment for our staff and our guests."

Sarah White
Internet Sales Manager
Mississauga Toyota



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