

"It's not just a CRM,



it's a solution"



Helping your dealership create the **Ideal Customer Experience**, consistently.



It’s as easy as 1, 2, 3, 4!

“22% increase in sales and over a 100% increase in profit directly because of DealerSocket. Now that’s what I call a solution.”

Brian Crane, Garff Automotive

DealerSocket understands dealerships and CRM systems from the ground up.

After years of CRM experience, our founders worked in dealerships, without pay, to fully understand the people, processes and dealer desired results—Our solution was built for dealers. With over 30,000 active users and a 90% + customer retention, DealerSocket is the leading management solution for dealerships nationwide and around the world.

“It’s not just a CRM, it’s a solution”

- ✓ Easy to use for all users and departments
- ✓ Enhances the professionalism of your staff and your customer communications
- ✓ Drives value at every stage of the customer life cycle
- ✓ Increases vehicle and service sales while boosting CSI
- ✓ Creates the ideal customer experience, easily and consistently

“With DealerSocket, we probably knock 10 minutes off the average time of every deal and gain at least \$250 gross profit.”

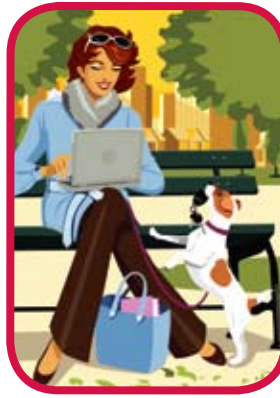
Devin Stotts, Reliable Chevrolet

Just like Reliable Chevrolet, immediate results!

↑	↑	↑	↑	↑	↓
Sales \$	Sales Gross	First Service Retention	Service \$	CSI Scores	Marketing \$

1. MARKET

REDUCE MARKETING EXPENSE BY 40% OR MORE



It all starts with people. With DealerSocket, you now have a simple-to-use tool that allows you to quickly and efficiently communicate with all of your prospects and customers at the right time with the right, targeted message. Now you can build your database to target prospects and return customers easily and more efficiently—reducing marketing expenses.

BENEFITS

- Manage and deploy highly targeted campaigns that generate sales quickly and cost-effectively by using your own biggest asset—your customer base
- Create and enhance the ideal customer experience with every communication
- Measure results so you can easily change messages and offers to increase sales and service appointments

2. SELL

INCREASES UNITS SOLD BY 23% OR MORE PER MONTH



Once you have customers engaged, now you can enhance the customer experience. DealerSocket allows you to effectively manage phone calls, Internet and showroom activity to continually improve your dealership's sales process—sell more units.

BENEFITS

- Consolidate and monitor Internet, floor and phone traffic easily in one tool
- Ensure proper follow-up via sales team, BDC and/or call center
- Create a culture of accountability for your sales team
- Provide you and your managers true visibility into every interaction
- Keep your dealership compliant and out of legal trouble

3. SERVICE

INCREASE FIRST SERVICE BY 26% OR MORE



With people connected to vehicles, you can now easily retain and expand your customer base in service and continue to profit from these relationships long after the initial sale is made.

BENEFITS

- Provide customers with online service appointment scheduling
- Increase first service appointments
- Easily monitor service appointments, confirmations, no shows and follow-ups
- Manage your loaner car fleet and customer expectations

4. SATISFY

INCREASE CUSTOMER SATISFACTION AND RETENTION



Satisfied customers buy more, service more and refer more business to you. DealerSocket helps you automatically solicit, capture and manage feedback at every point in the sales and service process. It flags and escalates problems immediately so you can quickly and easily fix issues and improve customer satisfaction.

BENEFITS

- Receive direct feedback from customers via electronic surveys and/or phone surveys
- Automatically catalogue, assign and resolve problems based on dealership-defined rules
- Hold your staff accountable for every customer complaint or suggestion

“Our CSI scores in service are higher than they have ever been and it is all due to DealerSocket; It’s so simple.”

Tim Aldrich, Weseloh Chevy

Create Loyal Customers for Life!

There is a 30% chance that after making a purchase a satisfied customer will return and spend more money with you.

Here’s where it gets really interesting ... if you have a problem with a customer and you resolve the problem successfully, the odds of that customer doing business with you again jump to 60%!

DealerSocket is a catalyst for your dealership, giving your staff the tools they need to work smarter and perform more effectively.

It will help you reduce marketing costs, boost sales, increase repeat business and provide the ideal customer service experience—every time.

“DealerSocket consolidates all areas of my dealership’s departments into one manageable solution, at the same time giving me the best solution in each individual area!”

Jim Brown, Larry H. Miller Lexus

DealerSocket enables owners and general managers to quickly identify specific areas of improvement and make real time changes by monitoring customer interactions throughout the dealership. DealerSocket is truly the one management solution that is simple to use, yet extremely effective for all departments.

Visit www.dealersocket.com or call 866.547.2366 today.

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