

# SELL RIGHT TO TODAY'S EVOLVING DIGITAL CONSUMER

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**All is for nothing** if auto dealers cannot successfully sell their vehicles. Closing sales can be especially difficult in today's market, not only because of the increasing competition from digital players that threaten to disrupt the industry, but also because of market volatility. Margins are being squeezed on both new and used car sales, and consumers are more informed than ever with transparent pricing information available online. Dealers are feeling the pressure, and closing sales is the only thing that will keep their doors open.

Our proprietary research here at MAXDigital says that to survive and thrive in today's changing market place, dealers need to get four things right: acquire, price, merchandise and sell.

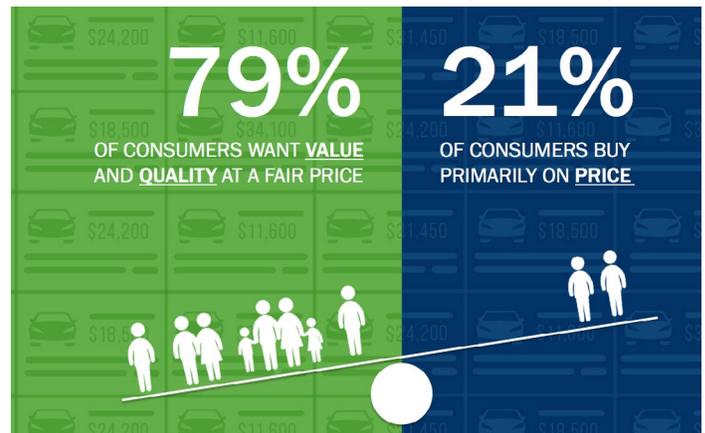
How do dealers close more sales and remain competitive in today's cut-throat marketplace?

## Sell Right

At MAXDigital, we like to think across the entire sales process. The final step in the sales process is to sell right. This step is a dealer's close rate, their margin, and their livelihood. This is obviously the most important part of the whole sales process, and can determine whether or not an auto dealer stays in business. So how do dealers create a best-in-class sales process?

The sales process and practical sales tools being deployed by dealers today simply have not evolved enough. Dealers who acquire right, price right, and merchandise right stand to lose all the ROI in the equation if they do not empower and enable their sales team to sell in the way that today's digital consumers demand.

So give the consumers what they want, where they want it, when they want it. Today's consumers are starting their decision making process way before they even think about visiting a dealership. In fact, the majority of consumers have narrowed down their decision to a couple, if not one, vehicle. They know what they want and they come to the dealership to validate their research and test drive vehicles.



Today's digital consumers want a trusted ally on the showroom floor, someone that they can trust is giving them accurate and transparent information that is consistent with what they found online. They want value and quality at a fair price. Dealers who fail to deliver this will not get the sale, or at least not a profitable sale.

Dealer treatment rather than lowest price is the top reason both internet and non-internet users chose to purchase from a given dealer. Yes, you read correctly: dealer treatment rather than lowest price.

Auto dealers need tools that will enable them to have the exact same information as the consumer, which will build consumer trust in not only the value and quality of the vehicle, but also the salesperson and ultimately will set dealers up for successful sales.

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## What if you don't know how?

Don't worry, it's not just you. Check out [maxdigital.com/takethechallenge](http://maxdigital.com/takethechallenge) to see how you stack up.

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## Contact Us

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