

# YOU'RE LOSING DEALS

And You Might Not Know It!

Four best practices to avoid letting wholesale or trade-in opportunities slip by.



## Lost Deal Indicator

Appraisals are the driving force behind any successful used-car program because of the substantial influence they can have on your bottom line. Missed trades or auction units mean missed deals, reduction of vehicles in inventory, and lost fixed ops revenue. What's worse is that most appraisal managers are unaware when they lose a deal.

The **DealersLink Lost Deal Indicator** allows you to see and track lost deals, helping your dealership prevent them in the future.

## Your Time is Valuable

Why spend it on strategies that aren't working? The **Lost Deal Indicator** lets your dealership see where and what it needs to improve, increasing efficiency and spurring profitability.

### Look Into the Mind of Your Customer

- Insight into consumer behavior
- See WHY customers are going elsewhere
- Understand what works and what doesn't

## Get an inside look into your sales strategy



See who you're losing trades/deals to



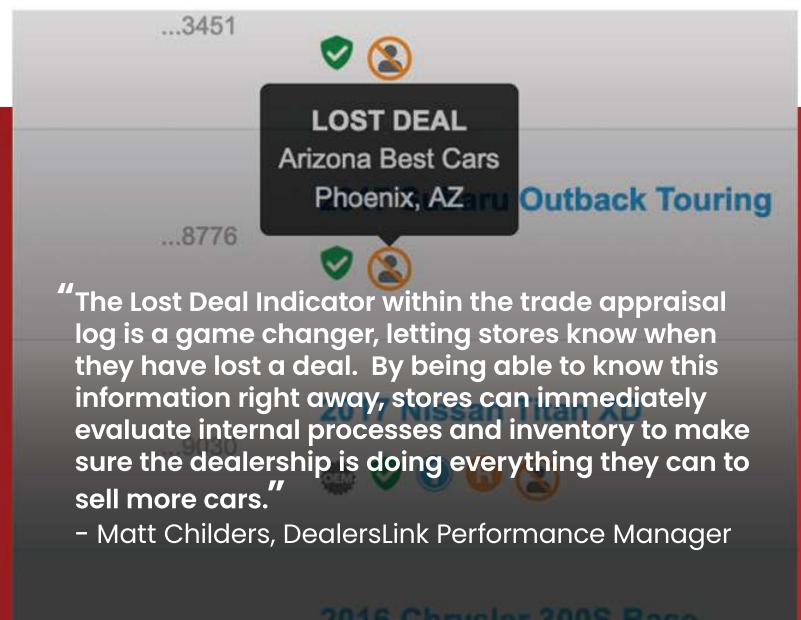
Gauge team performance by employee



Fix holes in your appraisal processes



See what your competition is doing with lost deals



"The Lost Deal Indicator within the trade appraisal log is a game changer, letting stores know when they have lost a deal. By being able to know this information right away, stores can immediately evaluate internal processes and inventory to make sure the dealership is doing everything they can to sell more cars."

- Matt Childers, DealersLink Performance Manager