

Does advertising alone produce enough sales?

In these trying economic times, most dealership stakeholders have likely exhausted every possible marketing tool available. Or have they? **More data indicates the average dealer spends \$708 on advertising per new vehicle retailed, while grossing \$1,193 in profit. That's around 59% of the average dealer's gross profit spent on advertising for each new vehicle they sell. It's a big hit on profits, but the question is, are you selling enough cars? If the answer is no, then what do you do, spend more on advertising? ***Further data shows that 70% of the average dealer's existing service

customers will likely buy or finance another vehicle from the same dealer in the future. What's your closing ratio on repeat customers? Could it be better? The answers to all these questions point to the **Automotive Assistant™**. If you're looking for a cheaper, yet effective way to generate sales leads, increase communications with existing customers and improve closing ratios, then this is the solution for you.

* data provided by National Automobile Dealers Association

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*** data provided by Auto Dealer Monthly based on article "How to Design a Fixed Ops Marketing Plan"

Dealership Customer Communications

News & Used Vehicle Sales ▫ Service ▫ Parts ▫ Financing & Leasing

**Service Reminders
Appointment Scheduling
Recall Notifications
Event Announcements
Staff Messaging
Trade-in Proposals
Dealership Rebates & Promotions
Customer Surveys ...and more**

TasTec Inc. introduces the...



The **Automotive Assistant™** is an interactive *Dealership Voice Broadcasting* and *Dealer Communications tool*, powered by an award winning IVR system, designed to integrate with existing Dealership Telecommunication, DBMS and CRM systems.



We take technology to task.™

Call **TasTec Inc.** at 289-632-2338 for more info or visit:

<http://www.tastecinc.com/automotive.html>