

## Post Sales – Contact Continuity

# 5X

### Customer Acquisition

Studies have found that it cost 5 times as much to attract a new customer than keep an existing one. We help this happen!

### Contact Continuate

Step 1: SOLD VEHICLES ROUTINE - When a vehicle is sold and being deleted from the inventory the buyer's information is collected. This is stored in a database that includes the transaction date, vehicle type, VIN, make, model, salesperson and any notes.

Step 2: THE ARCHIVE – The Archive is an inventory of your sold vehicles. The stored information includes much of the information on the Vehicle's Detail Page and any associated documents, like invoices.

Step 3: SALES HISTORY REPORT – The sales history report displays the information from the Sold Vehicles Routine. This report can be viewed by date range, vehicle type, buyer, and salesperson. Each record will include the VIN, which will be an active link to the Archive if the vehicle with the same VIN is that database.

This report is used to remind dealers when to contact past customers and provides information, so the contact is relevant, based on the buyer's purchase. We have services that will remind you when to make contact or we can make the contact for you.

