

PLAZA



Cadillac

"OUR DRIVE TO BE THE BEST  
STARTS WITH YOU!"

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SERVICE: (352) 702-0832

Casey Sheen  
Naked Lime Marketing  
405 County Line Rd.  
Kettering, OH 45430

Dear Casey,

With so many people shopping online, we are seeing fewer customers come into our dealership. We used to see our service customers every 3 months for maintenance, which gave us the opportunity to get them to make some emotional choices and maybe trade their vehicle. Now, with maintenance programs and oil life, we are only seeing our customers every 9 to 12 months.

With this change in our business we knew we needed to, 1) find a better way to make more money out of every single service customer visit and 2) create more programs to get more customers into service.

I think many dealers forget that a good avenue to sell cars is out of the service department. We tried assigning salespeople to service, but finding someone who saw enough value in it to be successful was hard.

XtreamService opens doors for those salespeople who feel uncomfortable approaching service customers. We know who is coming in for service and their history this makes the upsell conversation and close much easier for the customer and us. Also, it gives us the ability to tailor campaigns to vehicles we have sitting on the lot that we need to turn.

With XtreamService, business has increased 10% - probably more in Service - and gross profit has increased by \$1,000 per car.

For any other dealer on the fence about XtreamService, I'd ask if they feel they honestly have somebody in the sales department working closely enough with the service department to pick up lost opportunities. The number one source of lost opportunity that we have in this business is our own customers. XtreamService goes a long way toward eliminating those occurrences.

Sincerely,

Greg Yager  
General Manager  
Plaza Cadillac  
Leesburg, FL