

Jay Wolfe Toyota of West County Feature

What does it take to turn demonstrated potential into actualized sales? A simple tool, real relationships, and dedication to process.

Tools often peak during the demonstration phase and then real results fall flat due to lack of process and direction. The relationships created and processes built following that demo are what turn covetable dummy data results into bankable real units sold each month.

General Manager Johnnie Andrawos and his team at Jay Wolfe Toyota of West County partnered with DealActivator a little over one year ago after hitting a plateau with their previous equity mining tool that never really achieved the desired results. Demo to date with DealActivator, their monthly sales trend upward consistently and the team is always aiming past their peak point which currently stands at 42 retention sales in one month.

“We used to have AutoAlerts and we had a direct person in the service lane calling daily on the list of service opportunities in an upgrade position. We had no deal process on the service drive and while I liked our rep, I didn’t really like that program. We’ve been using DealActivator for a year and 2 months and since implementing our Advantage Program, we’ve been picking up more traction in the service lane each month.”

How does one measure “traction”? Hot off a streak of seven upgrades in seven days solely from the service lane, the process Johnnie and his team have implemented is anything but a fluke. With the seamless service lane process firing up each morning with automated leads generated from DealActivator, eye-catching signage calling out the Advantage Program as

touch points created from DealActivator's marketing team, and a swift turn from service advisor to Public Relations Manager, it's no wonder the service lane is pouring money to the bottom line.

But DealActivator's service solution coupled with Jay Wolfe Toyota of West County's Advantage Program is just one of the profit centers that is driving this dealership's success.

"This is my retention tool and it's where I get my trades," Andrawos commented. "We depend on it to generate a lot of business and I'd say half of our retention business comes from the marketing with DealActivator and the other half is user-driven."

So, what's the goal for someone experiencing the demo hype in their actual sales count?

Simple. More.

Andrawos is ready to break 50-60 units per month.