

Product Excerpt

2017 Research Report & Buyers Guide



Award Winner: Sales Process

nextup

Nextup is a Managed Retail Sales Process (MRSP) which assists dealerships in monitoring and measuring team performance while ensuring effective customer engagement in the showroom. This is a solution that helps:

1. maximize workforce potential, 2. improve customer satisfaction, and 3. provide real-time analytics to shed light on opportunities missed. Nextup will track accurate customer traffic counts and offer an in-depth look at ways to improve time management.

The Problem:

Today's customer spends 12.5 hours shopping online, arriving at the dealership better informed and with a higher expectation of the retail sales process. When there are too many salespeople loitering in the showroom or perhaps none at all, poor first impressions are created. The process, from walk-in through delivery, should run like a well-oiled machine. From a GM's standpoint, salespeople standing around on the floor also means that time-sensitive CRM follow-up is not occurring for potential buyers.

How It Works:

The Nextup MRSP has three components: **Engage**, focused on Sales; **Transact**, geared towards Finance; and **Maintain**, which targets Service activities.

Nextup solves the problem of the traditional open sales floor model by offering an electronic UpList for all sales personnel via SMS or Email alerts. As each sales person arrives for work, they log in and are assigned, in order, showroom duty. This allows dealers to have the necessary sales staff on the showroom floor and free up others to handle their CRM follow-up duties. Some staff further down the list may be assigned to take inbound phone calls or work the service lane. With no distractions or competition for walk-ins, there is peace of mind that each salesperson is in the loop and will receive a text when it is his turn on the floor. The Nextup system ensures that staffing in the showroom meets the minimum criteria the dealer has set up.

When a customer meets the salesperson, the "opportunity" is immediately logged and the manager accesses vital info: is it a new or pre-owned vehicle, was a test drive taken, and what was the source of the lead. Early in the process the salesperson can send a Manager Request through the system.

Showroom visits that include a management 'touch' close at 47% vs 25% for no involvement. Managers can easily watch the time elapsed on every customer visiting the store; whether with a salesperson, on a test drive, or with F&I.

Sales Process

NEXTUP

A cloud-based software that enables automotive dealers to track and measure all aspects of opportunities that come into a dealership while giving sales professionals more time to work their CRM tasks.

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"With smartphone access to real-time floor traffic, for the first time ever, I actually knew exactly how many guests were visiting every day!"

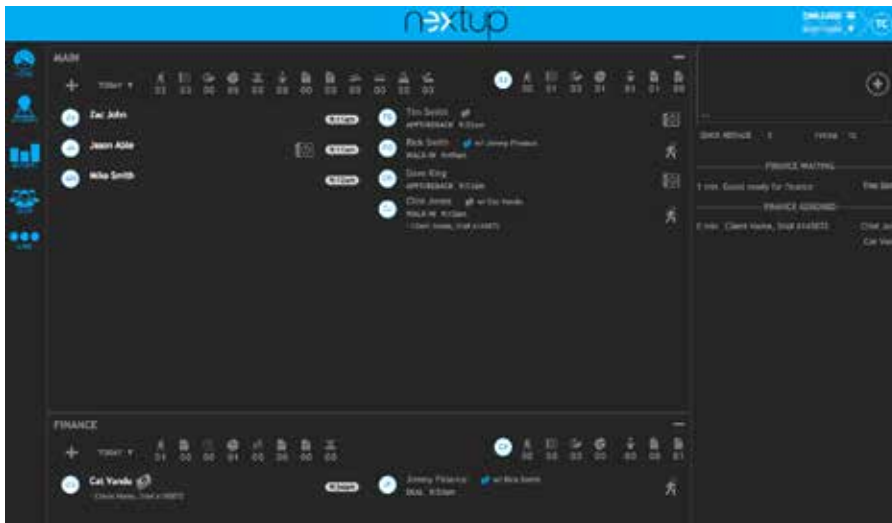
Jaime McKnight, GM
West End Mazda

The logo for Nextup, featuring the word "nextup" in a lowercase, sans-serif font. The "n" and "x" are connected, and the "t" is stylized with a blue dot above it.

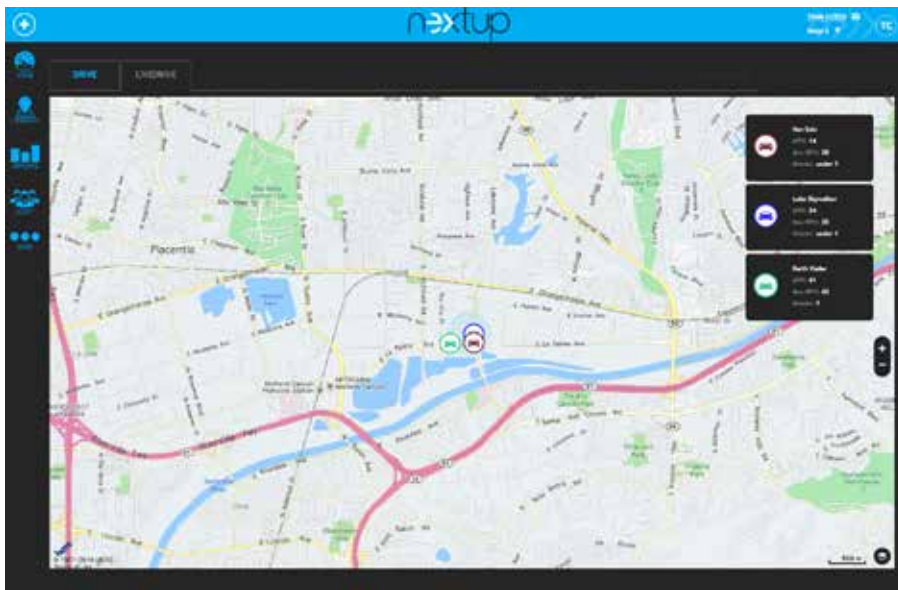
www.thenextup.com

"Although our product is simple, we have found it is a solution to concerns that dealers, sales staff and consumers have. My goal is to seamlessly integrate into the culture of a dealership and provide management with accurate KPIs to enable successful decisions."

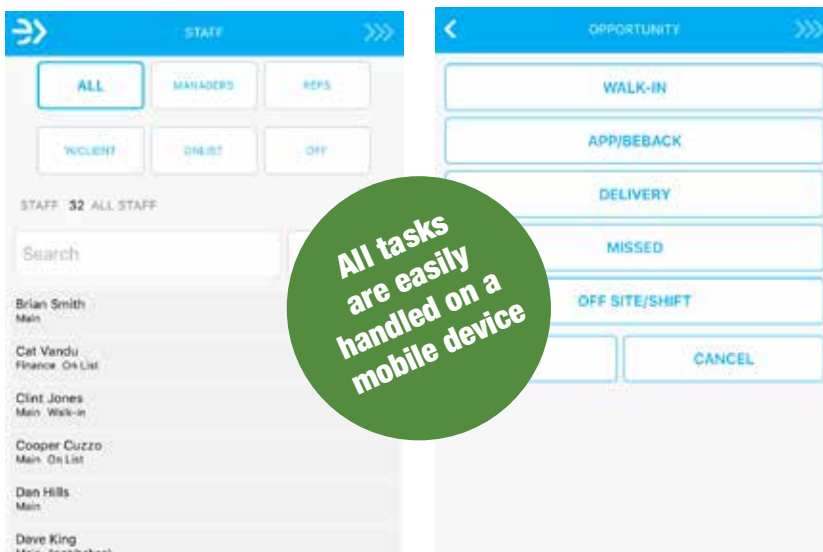
Clint Burns, CEO, Nextup



Easy log-in system provides instant validation of sales team activities and F&I availability.



Managers can monitor all vehicles out for test drives.



If a salesperson is on a test drive with a customer, **LiveDrive** allows the manager to track the time, route, the vehicle, and the speed. In development for 2017, **Drive** will allow the test drive to be uploaded after it is finished. This application will be a stand-alone product and can also be utilized by service departments to ensure that test drives of services or repaired vehicles occur.

Nextup allows for internal and discreet messaging to occur between all team members, whether it is for a manager intro or alerting F&I to meet with a buyer.

New for 2016.

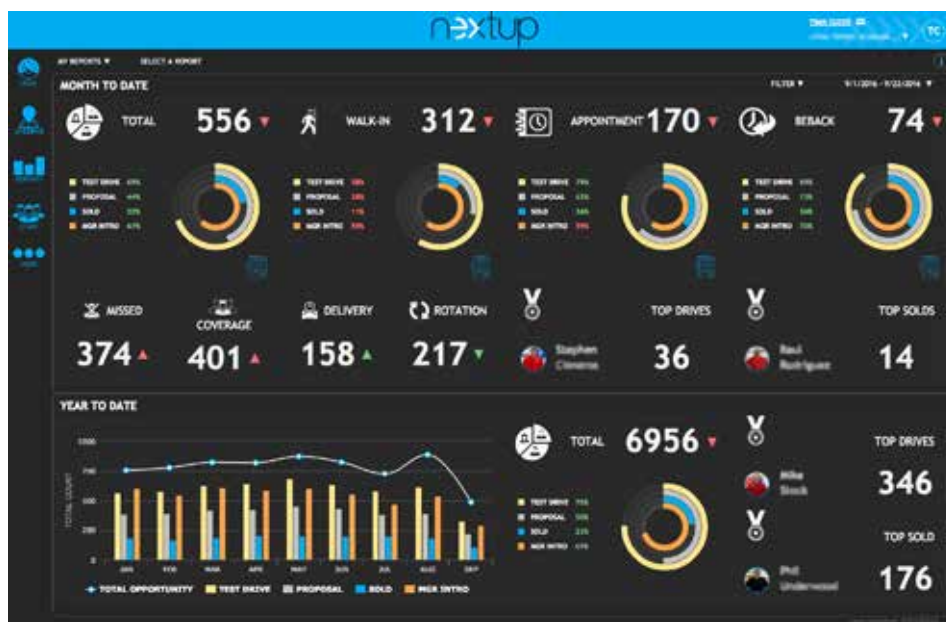
The **finance department will be included in the management and tracking** of the customer visit. Finance managers check into the system when they arrive and go into a queue in the same manner as the sales team. When a sales person indicates that a customer is ready to meet with finance, the system assigns the deal and sends a text. Likewise, when finance completes their paperwork, a text is sent to the salesperson asking for the customer to be 'picked up.' Every aspect of the process is timed, from how long it takes finance to accept the deal to how long the customer spent in the F&I office. If finance is backed up, the salesperson receives information about the wait time so that other details can be handled with the customer in the interim and reasonable time expectations can be set, improving the customer experience.

The Nextup Dashboard allows the GM to visualize gaps such as: which salesperson is not getting test drives or who has low sales ratios. A dealer can identify training opportunities or instances where managers need to get involved earlier with the customer.

Also this year, Nextup has redesigned the user interface so that a dealership's KPIs can be evaluated at a glance. Dealers can toggle between the chart and the counts to see how their dealership is trending and see all their top reps in one place. Even the receptionist can be tracked to see how many phone calls were transferred to each salesman.

90% of Nextup's approximately 600 customers are dealers who come from an open floor environment and are "tired of seeing 10 salespeople standing around."

Mobile Dashboard



Insider Info:

Compatible with the sales team's iPhone and Androids, Nextup is 100% mobile. A tablet is supplied to the dealership and typically placed in high traffic areas of the store where they want salespeople to use it. At 2 am each morning the system scrubs itself clean; ready for a new workday. Nextup sits on top of the dealer's CRM and integrates with Dealer Locker, VinSolutions, AVV, Dealer Socket, CDK Global, and Momentum.

Getting Onboard:

There is a one-time implementation cost of \$1495 which includes two days of on-site training. Team Size: 1-12: \$495 Team Size 13-21: \$695 Team Size 22+: \$895 There are also optional features for additional costs:

Service - \$295, Finance \$195, LiveDrive \$95.

Customer Service: M-F from 9 am EST to 8 pm PST, Fully-staffed on Saturdays and on call on Sundays.

Added benefits and cost savings: The process created by Nextup reduces salesperson turnover by creating structure and increasing personal productivity. NADA reported that dealership employee turnover is at 70% and it costs the dealership \$16,000 per employee to replace them.

The Dashboard allows the GM to see visualize gaps such as:

- Which salesperson is NOT getting the test drives
- Which salespersons have low sales ratios

This allows an opportunity to identify training opportunities or instances where managers need to get involved earlier and also opportunities to reward proper behavior at the store.

What do customers say about Nextup?

When I first introduced Nextup to my sales staff 9 years ago, they were skeptical and believed they would be missing opportunities. Now they embrace it as a tool they can't live without. Nextup allows the salesperson to be two places at once. He's on the floor rotation but making his follow up calls. Waiting on the showroom floor is a horrible waste of productivity.

Scott Brewer, Pohanka Lexus