AutoSales²
Data Mining. Sales Process.

ZERO IN ON PROFITS

INCREASED SALES
QUALIFIED LEADS
PRECISION TARGETING
CUSTOMER RETENTION
REDEFINING THE WAY DEALERS TARGET THEIR CUSTOMERS

The AutoSales² program was designed specifically to help dealers more effectively target their customers. This revolutionary data mining tool allows dealers to extract customer information from their DMS database and match it against current incentives, rebates and the dealer’s vehicle inventory. This data then helps salespeople single out those customers who are able to trade out of their current vehicle for a new or upgraded model.

There are several data mining options available to dealers in today’s market. However, only AutoSales² comes with a built-in support system. The AutoSales² team of experts will work side-by-side with a dealer’s sales personnel, providing in-depth training on how to use the tool, better target their customers and even how to engage these customers in a sale. With AutoSales², dealers aren’t just receiving a tool; they’re receiving the know-how to make it extremely successful in their stores.

![Image of people and training icon with profits chart]
A member of the AutoSales² team will meet and present the tool and program to your store’s management team.

Monthly in-store training is provided to ensure that processes and procedures are consistent. In addition, sales and service and ROI productivity reports are provided.

The AutoSales² Rep will spend two days in the store, reviewing the program with all dealership associates. A VIP team will also be created and trained on proper technology usage and objection handling techniques.
When you log in to the tool, your store’s own customized dashboard will appear. This view provides you with all your dealership’s pertinent information, including everything from your top service customers to your dealership’s cumulative ROI.

It also provides a daily work plan that lists the best customers to contact that day. Remember, each dashboard can be customized to fit your dealership’s specific needs.
INSTANT SNAPSHOT OF CURRENT CUSTOMER LEADS

All of these are Class 1 customers who can lower their payment with no money down.
- **New to New**- Customer who purchased a new car and can purchase a new car
- **Used to New**- Customer who purchased a used car and can now purchase new
- **Used to Used**- Customer who purchased a used car and can now get into a newer used car (i.e. Certified Pre-Owned)

**Other Classifications:**
- **Class 2**- A customer whose payment could be similar or slightly higher
- **Cash**- A customer who paid cash for the car
- **Less Marketable**- A customer who recently purchased a car or the dealership does not have that vehicle match in inventory
- **Outside Finance**- A customer who purchased a car, but financed the vehicle somewhere else (i.e. a credit union)
- **Pending Appraisal**- A car in the system that is either being traded-in or may be going through reconditioning in the dealership
- **Conquest**- A customer who services their car at the dealership, but did not buy from this store
“The sales process and training that comes with the AutoSales² program is what sets it apart from all of the other tools on the market. Our AutoSales² team provides top-notch training to my staff, and they are at my dealership on a regular basis to make sure we have what we need to be successful. It’s definitely a proven process...both our sales and profits have increased since bringing this program to my store. AutoSales² has exceeded my expectations!”

– ADAM KRAUSHAAR, PRESIDENT OF Lester Glenn Auto Group
We understand that there are many technology companies out there that offer some form of data mining software. However, only the AutoSales\textsuperscript{2} tool comes with its own team of professionals who will train your sales team, firsthand, how to use it properly and effectively.

- **Customized consulting and customer-target training**
- **$49 million** Total gross profit in 2012
- **21,056** Products sold in 2012
- **24,414** Vehicles sold in 2012

Team of **professionals** dedicated to the tool and process

Averaging over **20 years** of retail automotive experience
Elevate your customer's satisfaction by choosing from one of two AutoSales² customer loyalty programs. The “VIP” or “Elite” options will take your customer service to the next level and encourage repeat business by treating your AutoSales² customers as preferred guests through the use of the collateral below. These materials will be provided to your dealership when you sign up for the AutoSales² program.
“Immediately after the installation of AutoSales², we saw a direct sales flow from our service department. It gave our sales team direction in mining our database and working our service drive. It comes across as more professional to our consumers and has had a direct impact on sales. In just the first six months, we can attribute the program with 685 units sold and an additional $1.5 million to our bottom line. The consistent in-store training has allowed us to maintain our success and find more ways to maximize our success while reducing advertising costs.”

– BILL DICKASON, DEALER OPERATOR, SOUTHWEST KIA
“The first month we were on the AutoSales\textsuperscript{2} program, we sold almost 100 additional units, making that month the highest-grossing month in the history of JM Lexus. The program also generated numerous sales opportunities on the service drive.”

– JIM DUNN, GENERAL MANAGER OF JM LEXUS
JMGA Group, a leader in the F&I industry for over 35 years, serves more than 3,300 automotive dealerships and retail outlets nationwide. Products and services include: F&I training and consulting services, vehicle protection plans, used vehicle certification programs, pre-paid maintenance plans and GAP programs. The company is a division of JM Family Enterprises, Inc., a diversified automotive corporation ranked No. 37 on Forbes’ list of “America’s Largest Private Companies” and No.32 on FORTUNE®’s “100 Best Companies to Work For” list.

The Performance Development Center (PDC) is JMGA Group’s in-house university. JMGA Group knows that ongoing training plays a critical part in preparing dealership staff for the competitive challenges and ever-changing regulations of the automobile industry. Since 1978, JMGA Group has been there for automobile dealers, offering profit-producing solutions and CSI improvement.

The PDC was started in 1997 to support the training needs of dealers’ F&I departments. Today, the PDC is made up of more than 27 dedicated associates. The PDC’s Training division conducts approximately 130 classes per month, training more than 7,500 students per year in cutting-edge training and consulting environments throughout the country. The PDC will help implement the AutoSales² tool and process, training your team on the key aspects of the program and providing ongoing follow-up and support.

Call now for a demo!

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AutoSales² Demonstration