

# The Art and Science of Selling on Value vs. Price



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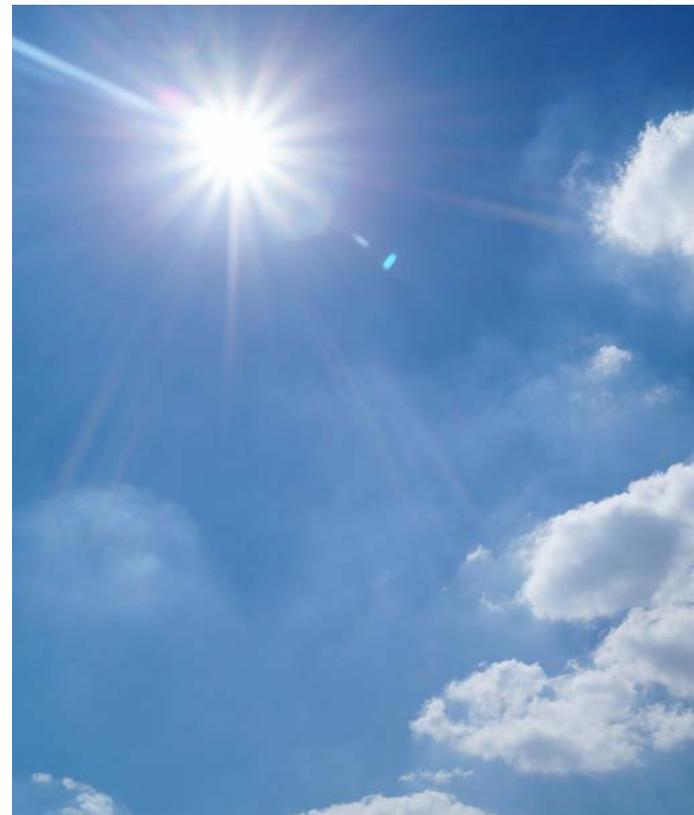
**@DigitalMcMullen**  
**#NADA2016**

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# Nothing But Clear Skies... Right?

- **2015 Was A Great Year:**
  - New car sales up 5.7% from 2014<sup>1</sup>
  - New car average selling price/car was up as well<sup>1</sup>
  - Used car sales up 1.8% from 2014<sup>2</sup>
  - Low gas prices stimulating demand among consumers to upgrade



# SOME STORM CLOUDS AHEAD....



- Consensus from Analysts... slower 2016 and beyond
- Higher interest rates anticipated<sup>1</sup>
- Compliance with new emissions regulations will result in higher costs and price some out of market
- Consumer confidence likely to decline

<http://www.freep.com/story/money/cars/2015/10/14/headwinds-us-auto-sales-not-expected-until-2017/73926608/>

# MORE THAN JUST “STORM CLOUDS”



- Looking beyond trailing indicators
- Factoring in real consumer insight
- Filtering through experience of what happens on the floor

## A 3- FRONT PERFECT STORM IS BREWING

# THE PERFECT STORM: FRONT #1

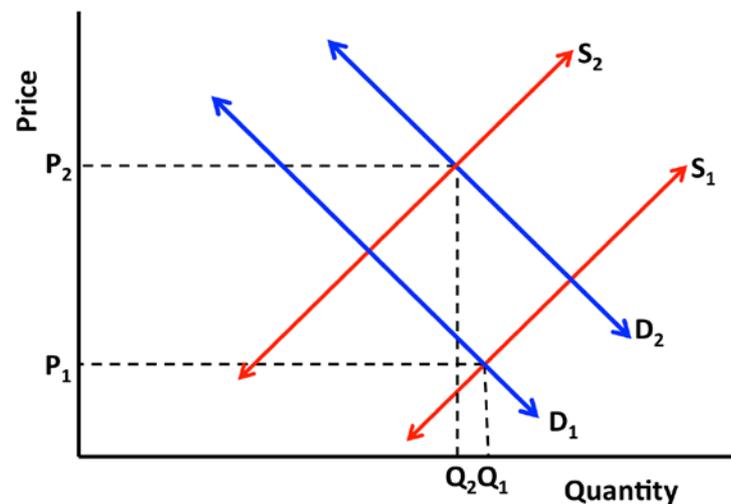


- Tech -Enabled Consumers are Smarter, More Demanding
- 78% of consumers use Internet to purchase/research products<sup>1</sup>
- 82% of smart-phone users will “shop” prices while in your store<sup>2</sup>
- Consumers who “showroom” while in your store are likely to visit another dealer within 24 hours<sup>2</sup>

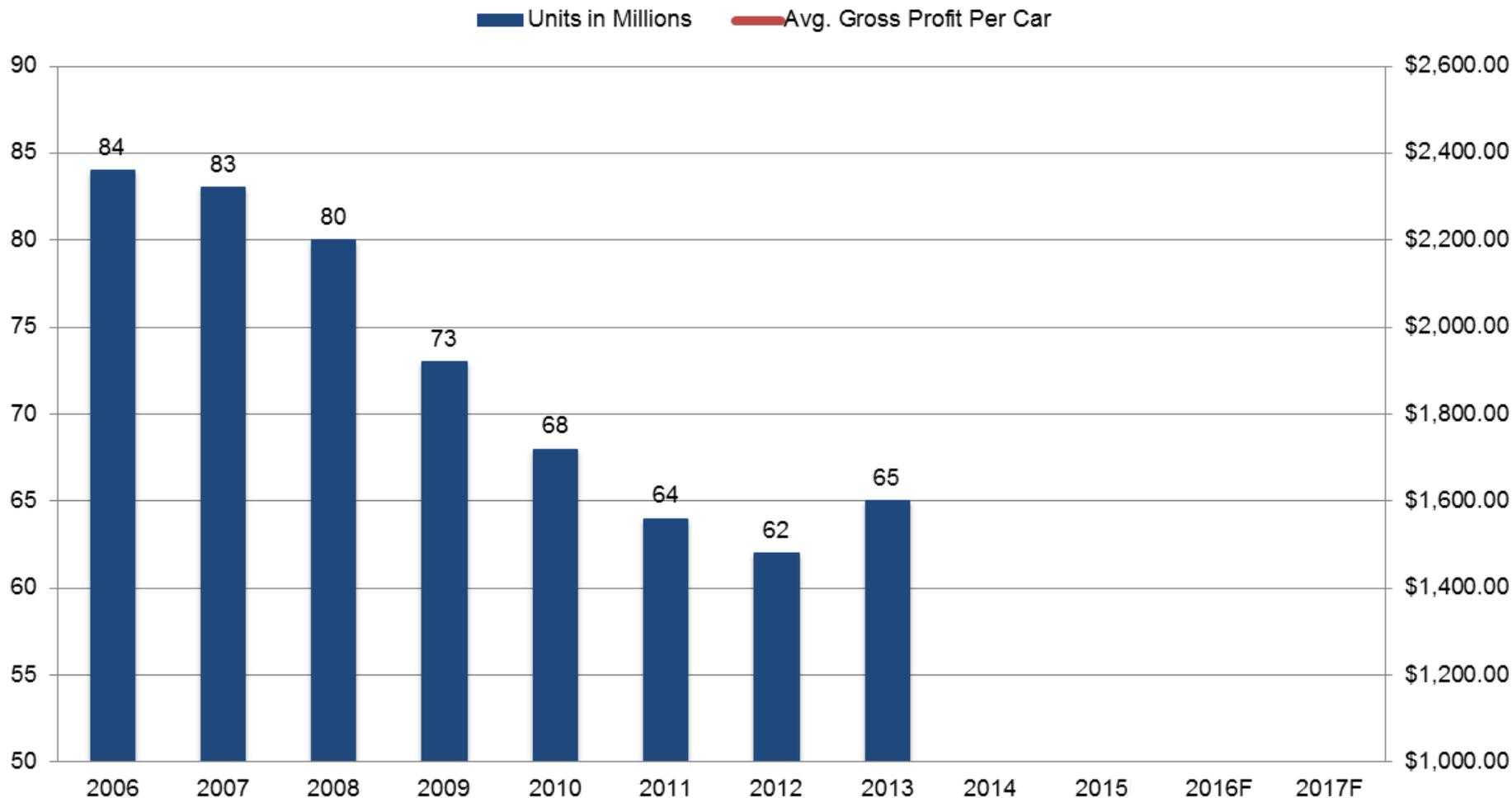
<http://screenmediadaily.com/mobile-shopping-apps-are-helping-on-the-go-consumers-locate-deals-and-boost-retail-sales/>

# THE PERFECT STORM: FRONT #2

- Supply Shifts Dramatically Impacting Prices / Behaviors
- Used car inventories rising dramatically
- Part of what is driving this is the massive influx of off-lease vehicles into the market (NADA stats on off-lease vehicles, quotes from 1/8/16 article from Wards Auto)
- Used car prices will need to be reduced going forward (article on CarMax Q4 results, quote from Zack's)

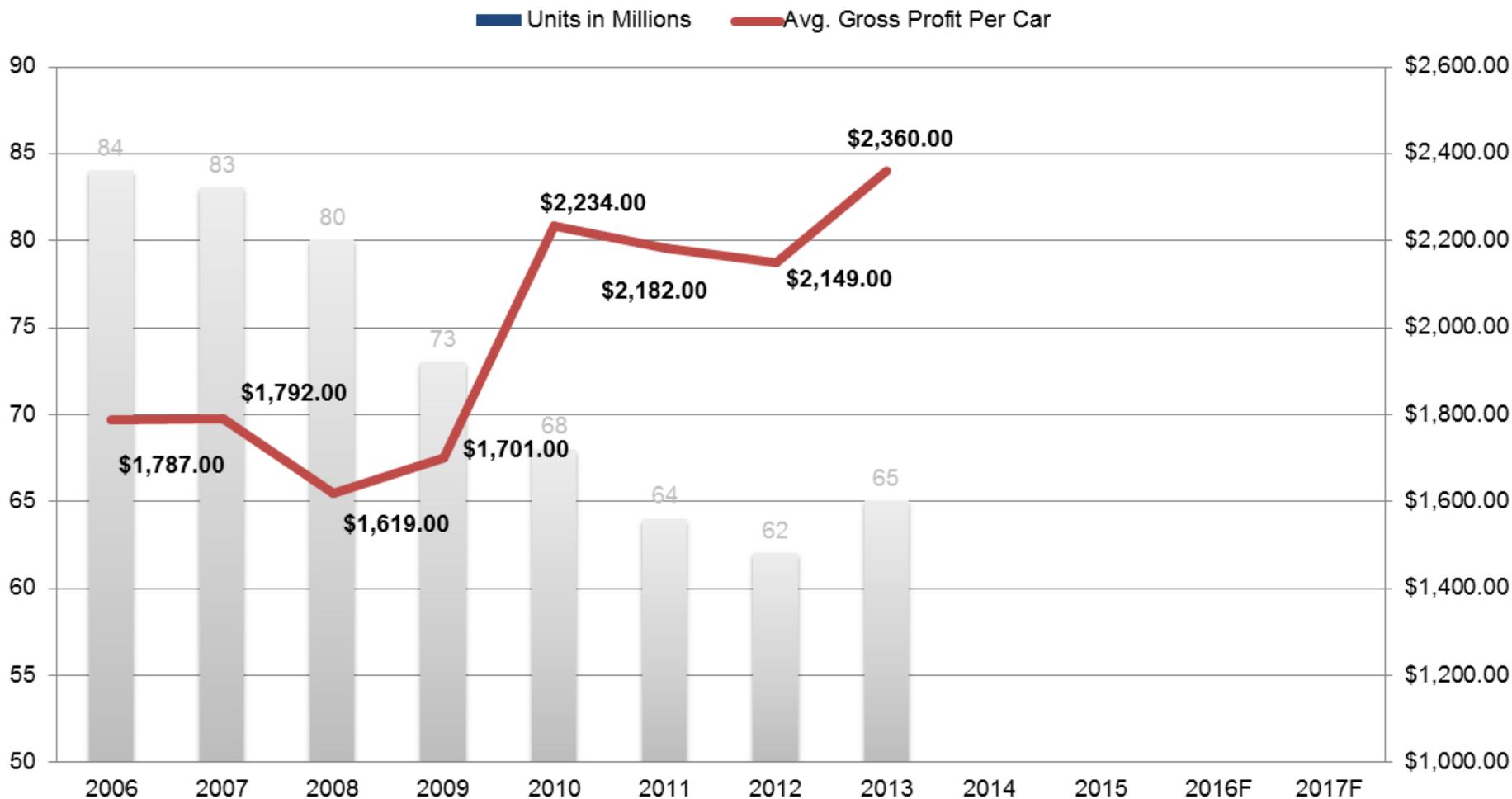


# 0 TO 5 YEAR OLD CARS IN OPERATION



#NADA2016

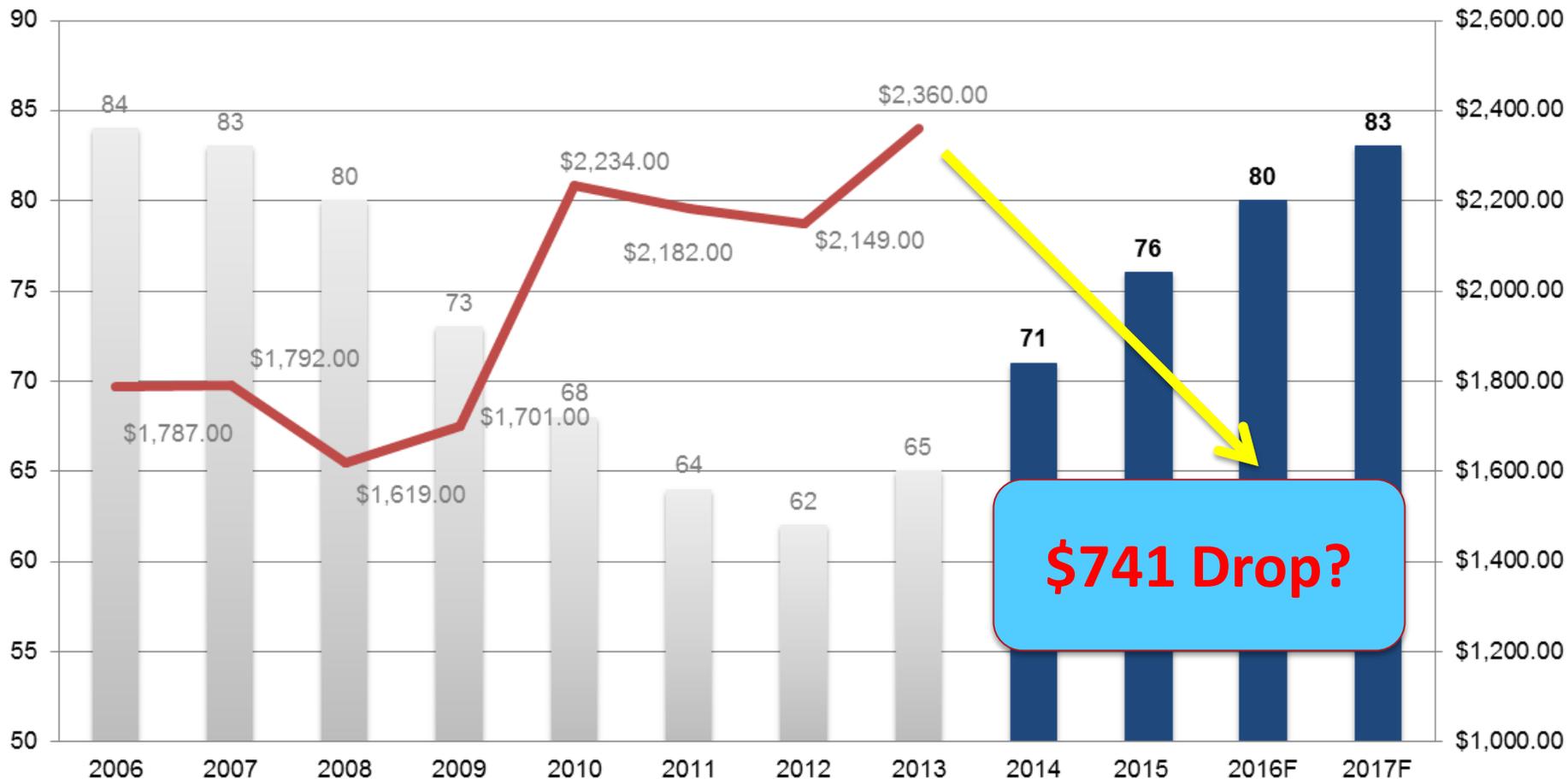
# 0 TO 5 YEAR OLD CARS IN OPERATION



#NADA2016

# 0 TO 5 YEAR OLD CARS IN OPERATION

Units in Millions    Avg. Gross Profit Per Car

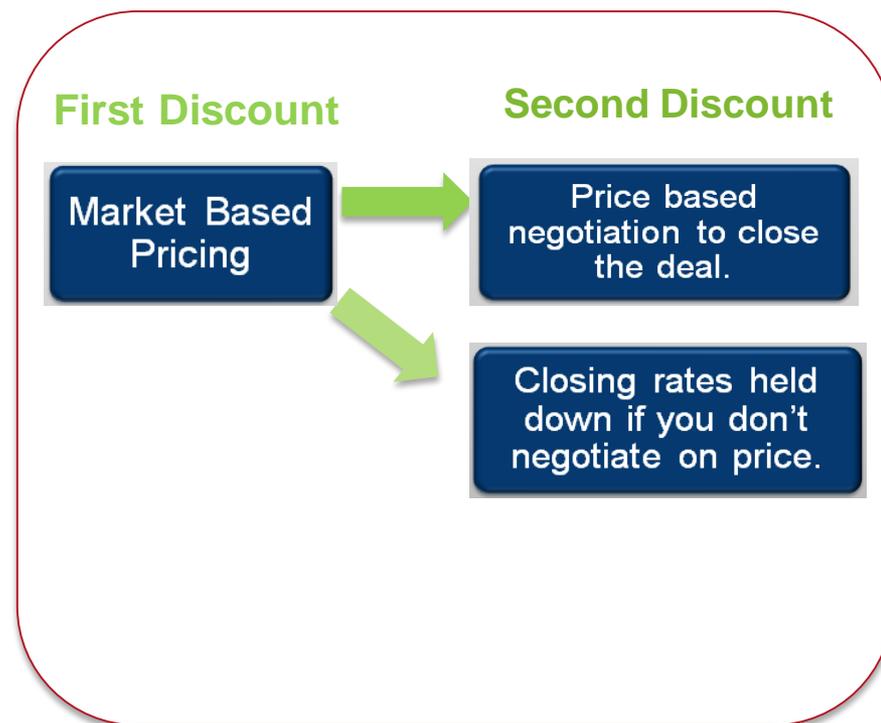


**\$741 Drop?**

# THE PERFECT STORM: FRONT #3

## Same Old Sales Play Not Working

- Adoption of Market-Based Pricing cedes first price decrease before consumer walks in door
- Inability to adapt into “product experts” leaves salespeople unable build trust needed to sell on value leaving price as only closing tool
- Dealers are confronted with unbridled “double discounting



# IMPACT OF THE STORM



**Race to the Bottom**

**Declining Gross  
Profits**

**Crushed Profitability**

**Car by car, salesperson by  
salesperson... dealers that  
are unwilling to innovate  
are taking on water as a  
direct result of leaky  
profits**

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# NOT UNIQUE TO AUTO INDUSTRY



**BlackBerry**



**Expedia**



**UBER**



# SILVER LINING

## What factor most influenced your buying decision?

- **79%** - felt they were getting **VALUE & QUALITY** at a **FAIR** price<sup>1</sup>
- **21%** - **LOWEST** price<sup>1</sup>



# MORE THAN SURVIVING...THRIVING

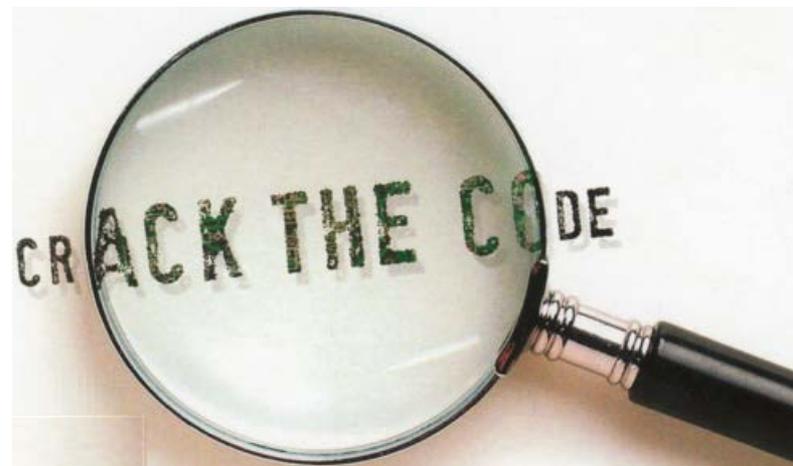
- Consumers are buying cars based on value.
- Dealers that thrive in this new world of
  - mobile-powered buyers, higher inventory & lower prices
    - price, market, and sell in a way that captures and retains some of that value.



# CONSUMER OPTIMIZED DIGITAL EXECUTION

## “C.O.D.E.”

- **Consumer Optimized:** Deep understanding of today’s car buyers and how they research, shop and purchasing vehicles
- **Digital Execution:** Best-in-class:
  - Pricing cars to get in the game
  - Marketing cars in ways buyers notice
  - Selling cars profitably by building trust and value.



# HOW DO WE OVERCOME THIS?

## WE NEED TO UNDERSTAND THE CONSUMER OF TODAY....



# CONSUMER OPTIMIZED

Rooted in a deep understanding of today's car buyers and the ways they go about researching, shopping for, and purchasing vehicles

## How Consumers Search



## How Consumers Buy



**They Can't Be Separated**

91%  
NO TRUST

1.3

5.3



ABC

ABC

ABC

ABC





Chad

1 hr · 2

About to head over to the dealership to negotiate Aimee's new car purchase and I am not looking forward to it. There is no way I am walking out of that place in a good mood.

Like · Comment · Share

# 64 MILLION MILLENNIALS

Are expected to buy a car in the next five years

**Customer Experience** is **3X**  
more important to them than vehicle design

# WHY IS CUSTOMER EXPERIENCE SO IMPORTANT

1. Millennials aren't that into cars



2. Millennials have higher expectations for their purchase experience across all products

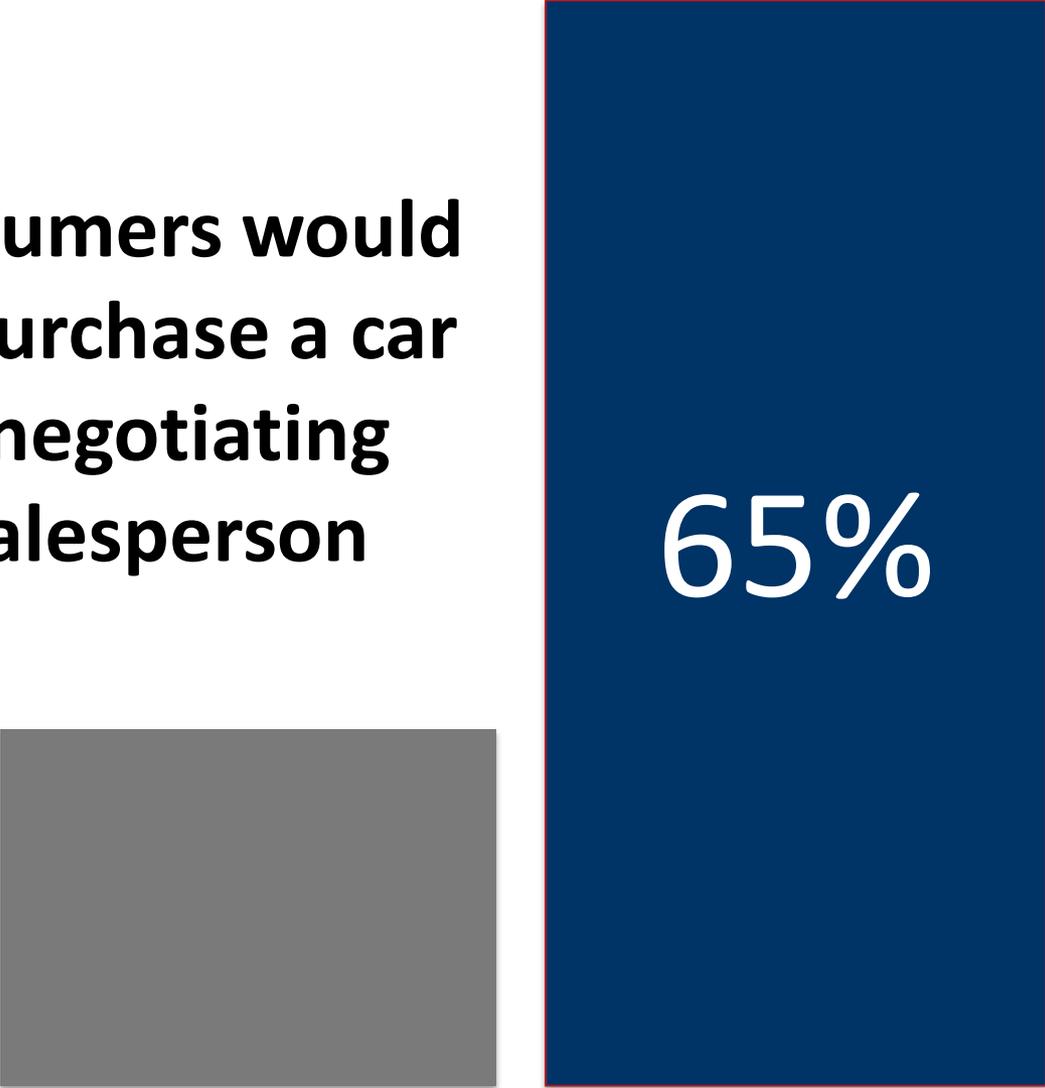


# 3 WAYS TO **WIN** WITH ALL CUSTOMER, NOT JUST MILLENNIALS

- 1. Speak Their Language**
- 2. Ensure Your Salespeople Are Product Experts First**
- 3. Make Mobile Your Ally, Not Your Enemy**



**Gen Y consumers would prefer to purchase a car without negotiating with a salesperson**



**65%**

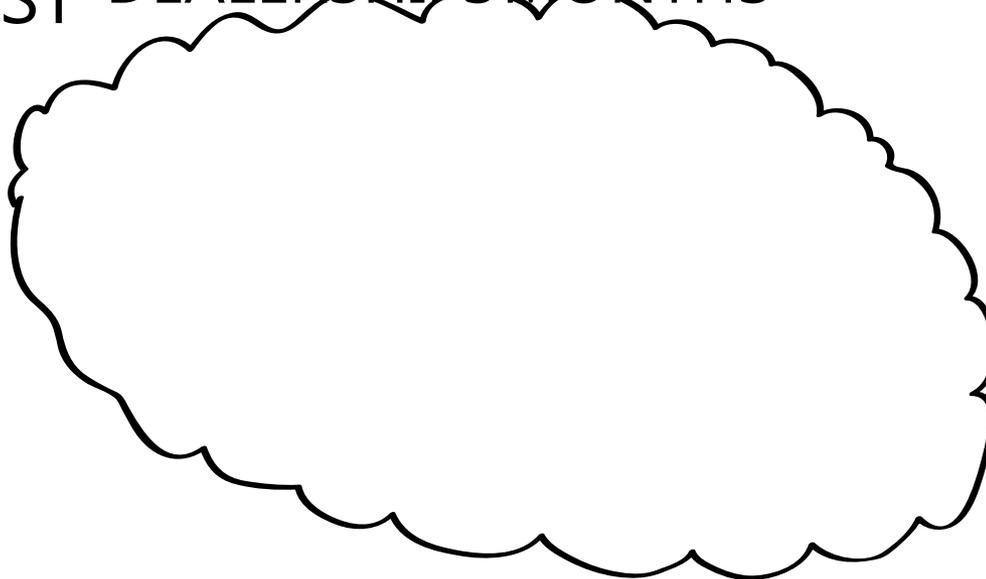
\*Deloitte Automotive Study 2013

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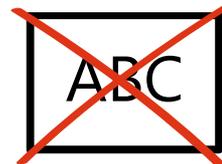
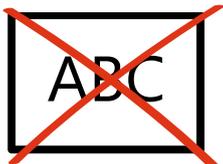
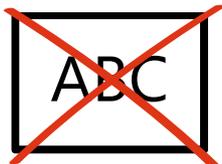
91% NO TRUST DEALERSHIPS MONTHS

1.3

5.3



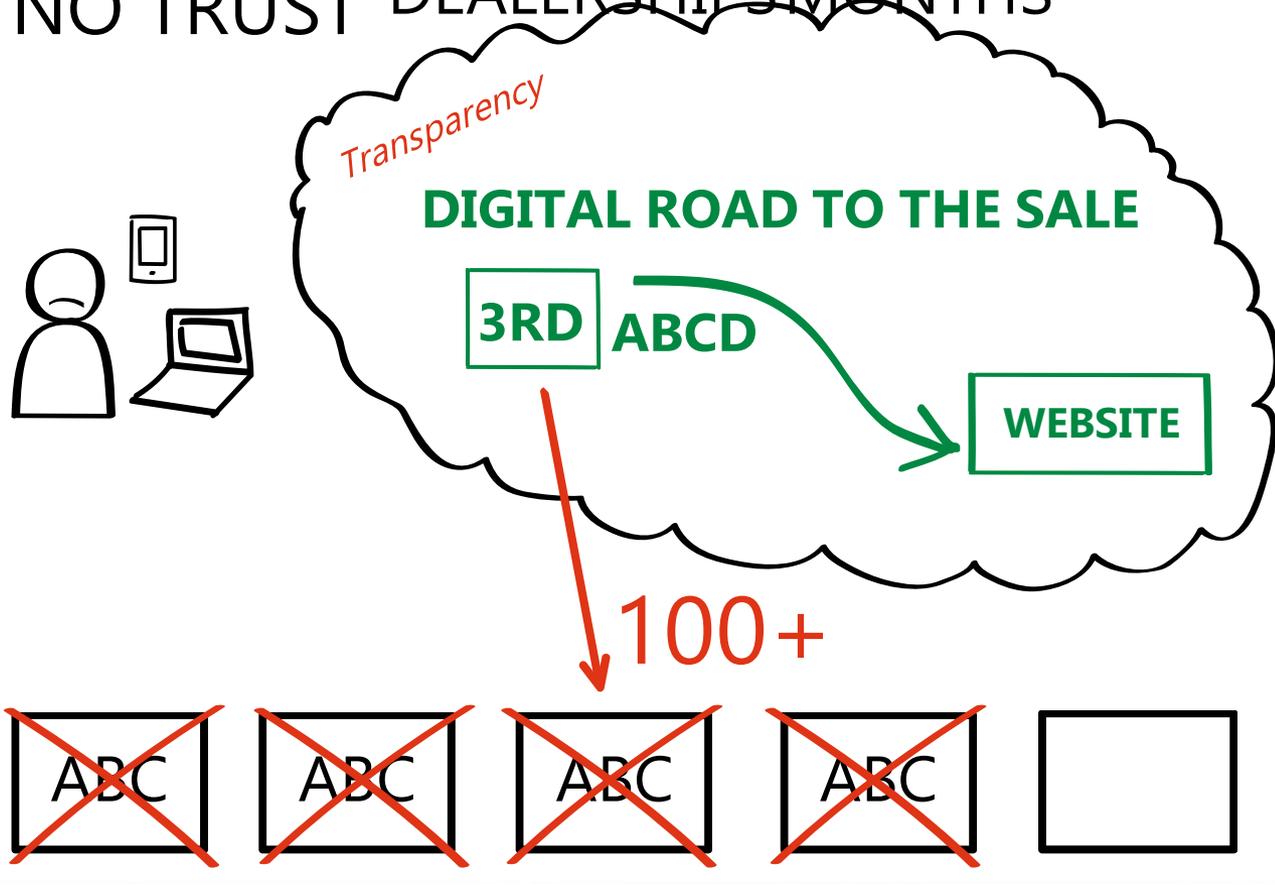
100+



91% NO TRUST DEALERSHIPS MONTHS

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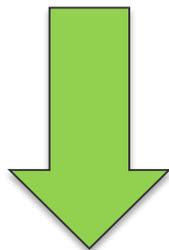
5.3



# HOW TO ACHIVE VOLUME WITH GROSS

Acquire Inventory Right

Drive *Max* Traffic &  
*Close At or Near Asking  
Price*



Cost To Market Appraising

# VOLUME WITH GROSS

2013 BMW 3 SERIES SEDAN 328i xDrive Appraisal Category: Decide Later [Update Info](#)

Type: Trade-In Vin: WBA3B3C5XDF540374 Color: BLACK Mileage: 45215

**Cost to Market** ● Retail Performance (0 in Group) Books & Offer Photos **CARFAX** OK   [More](#)

YEAR ▾ TRIM ▾ TRANSMISSION ▾ DRIVE TRAIN ▾ ENGINE ▾ FUEL ▾ 26 Overall, 20 Matching in - miles

Equipment [Add more filters](#) [reset all filters](#)

Back-Up... (2) Bluetooth (20) CD Player (20) Dual Zone... (20) Heated... (16)

Heated... (10) iPod/MP3... (20) MP3 Player (20) Navigation (13) Premium... (1)

Satellite... (13) Turbocharged... (17)

MILEAGE 0 - Unlimited

0  Unlimited

avg **25,244**

LISTINGS  Active  Recent & Active

CERTIFIED  Certified  Not Certified

---

**Appraisal Calculator**

Target Selling Price \$ 29,300

Estimated Recon. \$ 1,800

Target gross Profit \$ 2,500

Appraisal Value \$ 25,000

Current Appraisal \$ 0

Appraiser Name [Add/Remove](#) Calvin Dacar ▾

Reconditioning Notes  
Clean Car, Needs small amount of PDR

[Save](#) [Cancel](#)

% of Market  Market Days Supply: Overall 21

low **\$23,500** (78%) avg **\$29,001** high **\$34,998** (121%)

**\$29,300 (101%)**

MMR **\$25,540**

[MarketListings \(20\)](#)

[Take Into Inventory](#)

## COST TO MARKET APPRASING

What is your exit strategy:

Retail or Wholesale?

# HOW TO ACHIVE VOLUME WITH GROSS

Acquire Inventory Right

Drive *Max* Traffic &  
***Close At or Near Asking  
Price***

*Drive Max Traffic &  
Close At Or Near Asking  
Price*

# BEST IN CLASS PRICING TOOL

Price To Be  
“In The Game”  
Online



2015 BMW 428i 428i - 2dr Conv RWD SULEV Stock #: NL1903  
 Days: 43 Color: Alpine W... Mileage: 3,294 Unit Cost: \$43,218 Certified

### 1 Define Competitive Set

44 Overall 30 Matching

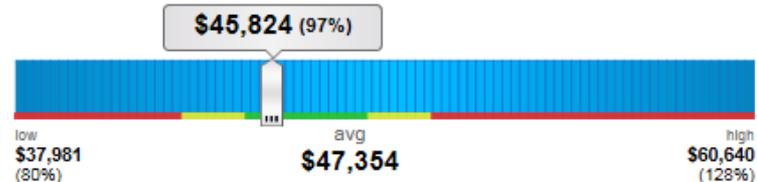


- LISTINGS Active
- YEAR 2015
- CERTIFIED All
- DRIVE TRAIN All Drive Trains
- FUEL All Fuels
- DISTANCE 100
- TRIM 428i
- TRANSMISSION All Transmissions
- ENGINE All Engines

EQUIPMENT PACKAGES

- Aluminum Wheels (30)
- CD Player (30)
- Dual Zone A/C (30)
- Onboard... (30)
- Turbocharged (30)
- 4-Wheel Disc Brakes (30)
- Bluetooth (30)
- Convertible Hardtop (8)
- iPod/MP3 Input (30)
- Rear Air (30)
- 4-Wheel ABS (30)
- Add More....

Avg Mileage: 8,287 Market Days Supply: Overall 16



### 2 Price "In the Game"

Market Listings (30) CTR Graph

#### Pricing Calculator

% of Market

Rank  of 30

Internet Price

Unit Cost \$43,218

Potential Gross Profit

**Update Price and Ad**

Show Pricing History

### 3 Pricing Proof Points

- ✓ **\$47,354** View All  
Current Price: \$1,530 below Market Avg
- ✓ **\$55,095**  
Current Price: \$9,271 below MSRP
- ✓ **\$51,725**  
Current Price: \$5,901 below NADA Retail
- ✓ **\$46,308**  
Current Price: \$484 below KBB Retail
- ✗ **\$44,208**  
Current Price: \$1,616 above Edmunds TMV

#### VEHICLE HISTORY REPORT

Print Window Sticker

**CARFAX** [View Full Report](#)

- ✗ 1-Owner
- ✓ Buy Back Guarantee
- ✓ No Total Loss Reported
- ✓ No Frame Damage Reported
- ✓ No Airbag Deployment Reported
- ✓ No Odometer Rollback Reported
- ✓ No Accident/Damage Reported
- ✓ No Manufacturer Recalls Reported

# Define Your Competitive set

2015 BMW 428i 428i - 2dr Conv RWD SULEV Stock #: NL1903  
 Days: 43 Color: Alpine W... Mileage: 3,294 Unit Cost: \$43,218 Certified

### 1 Define Competitive Set

44 Overall 30 Matching



- LISTINGS ▾ Active
- YEAR ▾ 2015
- CERTIFIED ▾ All
- DRIVE TRAIN ▾ All Drive Trains
- FUEL ▾ All Fuels
- DISTANCE ▾ 100
- TRIM ▾ 428i
- TRANSMISSION ▾ All Transmissions
- ENGINE ▾ All Engines

EQUIPMENT PACKAGES

Aluminum Wheels (30)	Bluetooth (30)
CD Player (30)	Convertible Hardtop (8)
Dual Zone A/C (30)	iPod/MP3 Input (30)
Onboard... (30)	Rear Air (30)
Turbocharged (30)	4-Wheel ABS (30)
4-Wheel Disc Brakes (30)	<a href="#">Add More...</a>



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**AutoCheck**

# Price To Be In The Game

2015 BMW 428i 428i - 2dr Conv RWD SULEV Stock #: NL1903  
 Days: 43 Color: Alpine W... Mileage: 3,294 Unit Cost: \$43,218 Certified

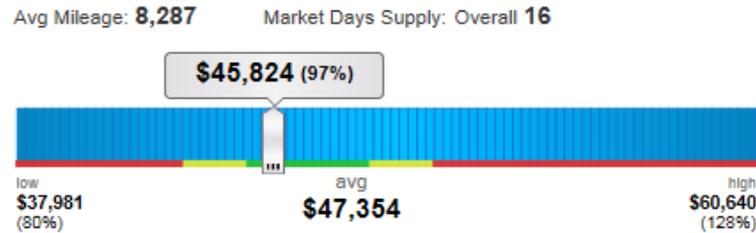
### 1 Define Competitive Set

44 Overall 30 Matching



- LISTINGS: Active
- YEAR: 2015
- CERTIFIED: All
- DRIVE TRAIN: All Drive Trains
- FUEL: All Fuels
- DISTANCE: 100
- TRIM: 428i
- TRANSMISSION: All Transmissions
- ENGINE: All Engines

EQUIPMENT	PACKAGES
Aluminum Wheels (30)	Bluetooth (30)
CD Player (30)	Convertible Hardtop (8)
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### 2 Price "In the Game"

Market Listings (30) [CTR Graph](#)

#### Pricing Calculator

% of Market:

Rank:  of 30

Internet Price:

Unit Cost:

Potential Gross Profit:

[Update Price and Ad](#)

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### 3 Pricing Proof Points

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# Know Your Pricing Proof Points

### VEHICLE HISTORY REPORT

[Print Window Sticker](#)

**CARFAX** [View Full Report](#)

- 1-Owner
- No Airbag Deployment Reported
- Buy Back Guarantee
- No Odometer Rollback Reported
- No Total Loss Reported
- No Accident/Damage Reported
- No Frame Damage Reported
- No Manufacturer Recalls Reported

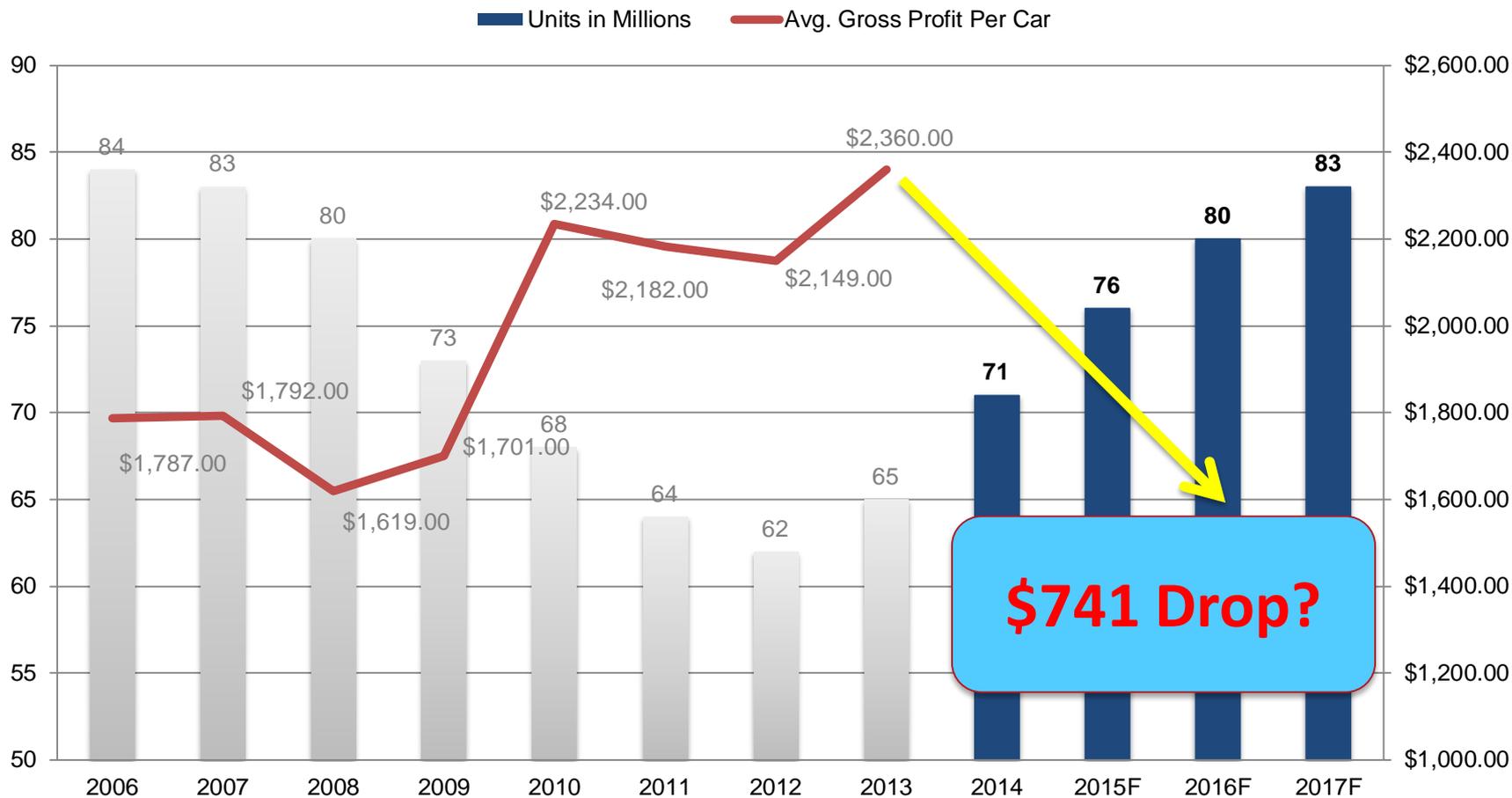
**AutoCheck**

# \$\$\$\$\$\$\$

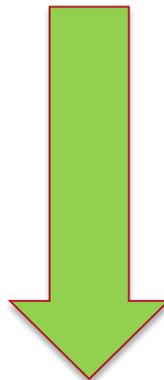
- **Setup low or no “drop” during negotiation**
  - **Start Negotiating in Hundreds NOT Thousands**



# 0 TO 5 YEAR OLD CARS IN OPERATION



*Drive Max Traffic*  
*Close At Or Near Asking Price*



*Drive Max Traffic & Close At/Near Asking Price*

**Buyer Experience Built Around How  
Consumers Make Decisions**

# Drive *Max Traffic* & *Close At/Near Asking Price*

**Buyer Experience Built Around How Consumers Make Decisions**

Price to be  
"In the Game"  
&  
*Max your Ad*



Establish Pricing  
Proof Points



Opportunity  
To Close At  
Asking Price

*Drive Max Traffic*

*Set Up Close At/Near  
Asking Price*

*Adapt Your Sales  
Process to Overcome  
the Double Discount*

# Win at every interaction point

## Digital Inventory Must Sell Itself

MARKETING CARS IN WAYS BUYERS NOTICE



3<sup>rd</sup> Party Sites & Website



BDC & Sales Tower

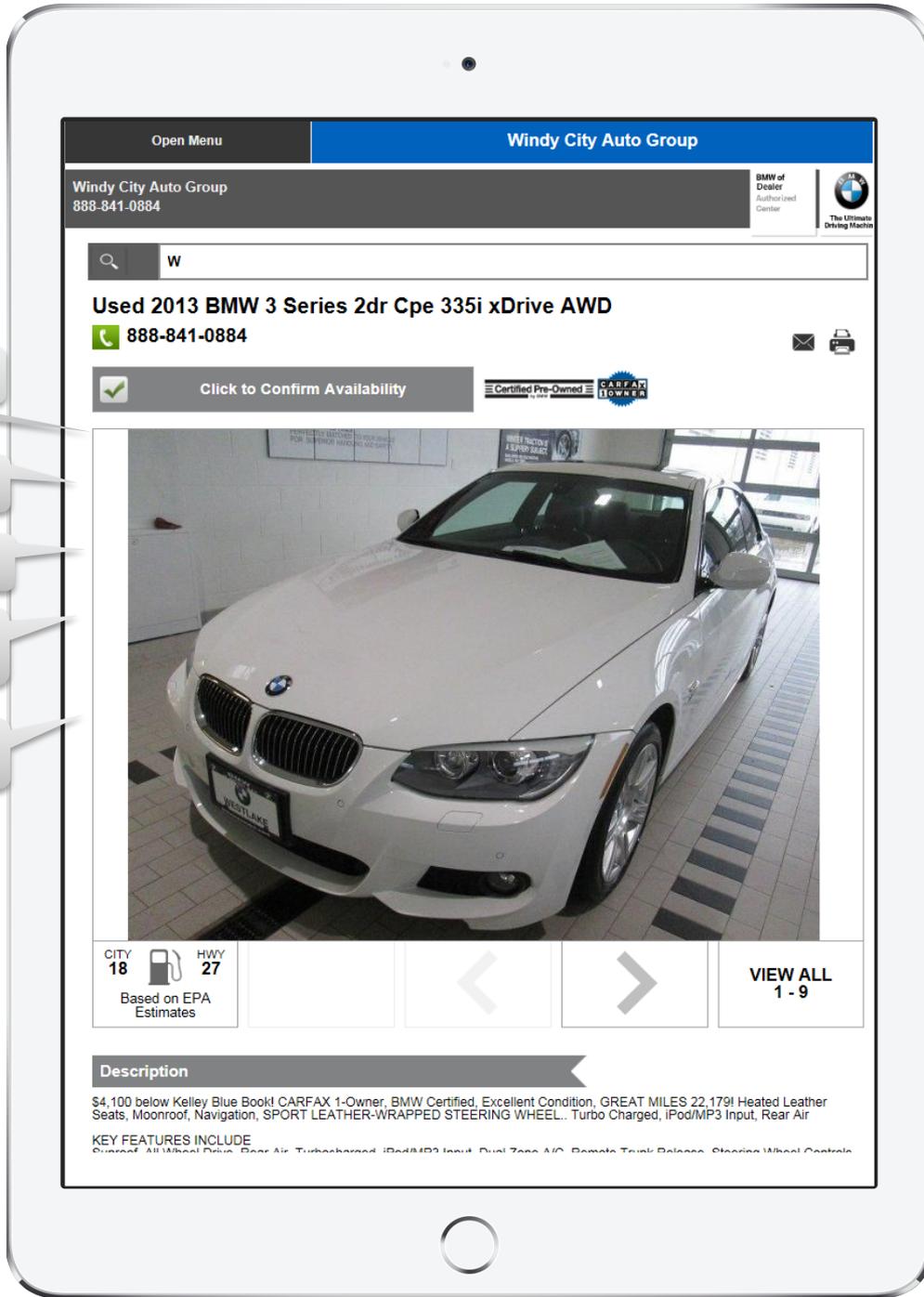


Showroom Floor



On The Lot / After Hours





Is this a fair price?

Am I buying a lemon?

Is this car right for me?

Why is this car better than all the others I've seen?

Why should I buy from this dealer?

Se

View Details

Confirm Availability



VIEW ALL 1-9

### Used 2013 BMW 3 Series 2dr Cpe 335i xDrive AWD

Mileage: 22,179

Stock #: 5779A



\$4,100 below Kelley Blue Book! CARFAX 1-Owner, BMW Certified, Excellent Condition, GREAT MILES 22,179! Heated Leather Seats, Moonroof, Navigation, SPORT LEATHER-WRAPPED STEERING... (more)

- Request Information
- Get Pre-Approved
- Schedule Test Drive
- Value Trade-In
- Request Quote
- Send to Mobile

Compare Vehicles

888-841-0884

Vehicle Pricing

Price: \$35,995

Get ePrice

Get Pre-Approved

Is This A Good Deal? CLICK TO FIND OUT!

View Details

Confirm Availability



VIEW ALL 1-8

### Used 2015 BMW 3 Series 4dr Sdn 328i RWD

Mileage: 1,777

Stock #: P41202



FUEL EFFICIENT 35 MPG Hwy/23 MPG City! Heated Seats, Moonroof, Turbo Charged Engine, Dual Zone A/C PREMIUM PACKAGE, DRIVER ASSISTANCE PACKAGE, NAVIGATION SYSTEM W/TOUCHPAD. BMW... (more)

- Request Information
- Get Pre-Approved
- Schedule Test Drive
- Value Trade-In

888-841-0884

Vehicle Pricing

Price: \$42,880

Get ePrice

Get Pre-Approved

Is This A Good Deal? CLICK TO FIND OUT!

Narrow Your Search

View Details

Confirm Availability

## Used 2013 BMW 3 Series 2dr Cpe 335i xDrive AWD

888-841-0884

Viewing

Used

BMW

View All Inventory

Types

Models

Years

Price

Body Styles

Colors

Fuel Economy

Engines

Transmissions

Miles

Drivetrain

Fuel Types



CONFIRM AVAILABILITY

MAP IT

SEE PRICE V. MARKET

SEND TO MOBILE

VALUE MY TRADE-IN

CALL NOW (312) 313-0538



### 2013 BMW 3 Series 335i xDrive

Alpine white 22,179 miles **LOW MILES** **CERTIFIED**  
 Straight 6 Cyl Engine 6-Speed A/T All Wheel Drive

YOUR PRICE **\$35,995** ORIGINAL MSRP **\$57,045**

NADA RETAIL VALUE **\$40,850**

PREMIUM PACKAGES ON THIS VEHICLE

M Sport Pkg

Premium Sound Pkg

Premium Pkg

Cold Weather Pkg

Convenience Pkg

Navigation System



You Save **\$21,050** vs Original MSRP



You Save **\$4,855** vs NADA Retail Value

HIGHLIGHTS

- All Wheel Drive
- Heated Front Seat(s)
- Multi-Zone A/C
- Rear A/C
- Telematics
- Auxiliary Audio Input
- Keyless Start
- Navigation System
- Satellite Radio
- Turbocharged
- Bluetooth Connection
- Leather Seats
- Premium Sound System
- Sun/Moonroof
- 4-Wheel Disc Brakes

[+] Show All



City	18
	27



1-Owner



6 years/100,000 miles

Up to 2-Years/50,000-Miles

### What's My Car Worth?

Get an instant market value

Click for Appraisal >

### Get Answers no obligations

To: MAX Mobile Showroom

From:



Schedule Test Drive



Value Trade-In

# Win at every interaction point

## Digital Inventory Must Sell Itself

MARKETING CARS IN WAYS BUYERS NOTICE



3<sup>rd</sup> Party Sites & Website



BDC & Sales Tower



Showroom Floor



On The Lot / After Hours



# What Does the Future Hold?

**Dealers already gave up big gross profits through Market Based Pricing**

**Average gross profits are forecasted to decline in the coming years**

**Continued pressure from Market Based Pricing**

**Increased used car supply**



The background is a collage of business-related images in shades of green. It includes bar charts, a network diagram with nodes and lines, a donut chart, and various documents with text and tables. A white rectangular box is centered over the collage, containing the main text.

**HOW CAN YOU CHANGE WHAT YOU'RE CURRENTLY  
DOING TO GET AHEAD OF THE COMPETITION?**

**Close Deals Without  
DISCOUNTING**

**DISCOUNTS Are a lot  
smaller when they are  
required**



**Mercedes-Benz  
of Durham**



# What Do They Do *Differently?*

- ✓ Proactively build value in every car
- ✓ Proactively build trust in the process
- ✓ Proactively build value in price



# Proactively *Build Value* in *Every Car*

- ✓ Share concrete evidence with the consumer instead of speaking at a high level
- ✓ Sell the specific unit, not the model
- ✓ Most consumers have already decided on model, they want to know why this car
- ✓ Point out differentiators proactively instead of waiting to be asked by the consumer



# Proactively ***Build Trust*** in the ***Process***

- ✓ 91 percent of consumers don't trust car salesmen
  - ✓ Provide evidence proactively
  - ✓ Create a sense of “transparency”
    - ✓ *Can't just talk, must show proof*



# Proactively *Build Value* in *Price*



- ✓ No longer discount to get the deal closed

- ✓ Build value with the consumer to avoid the need for a discount for them to feel like they got a “fair deal”



#NADA2016

# Consumers **Don't** Want Salespeople...



## **They Want Product Experts!**

How can you make your team an expert on every pre-owned car on your lot?

# Adapt Your Process

## Sales Process



## BDC Process



#NADA2016

# Adapt Your Process

## Sales Process

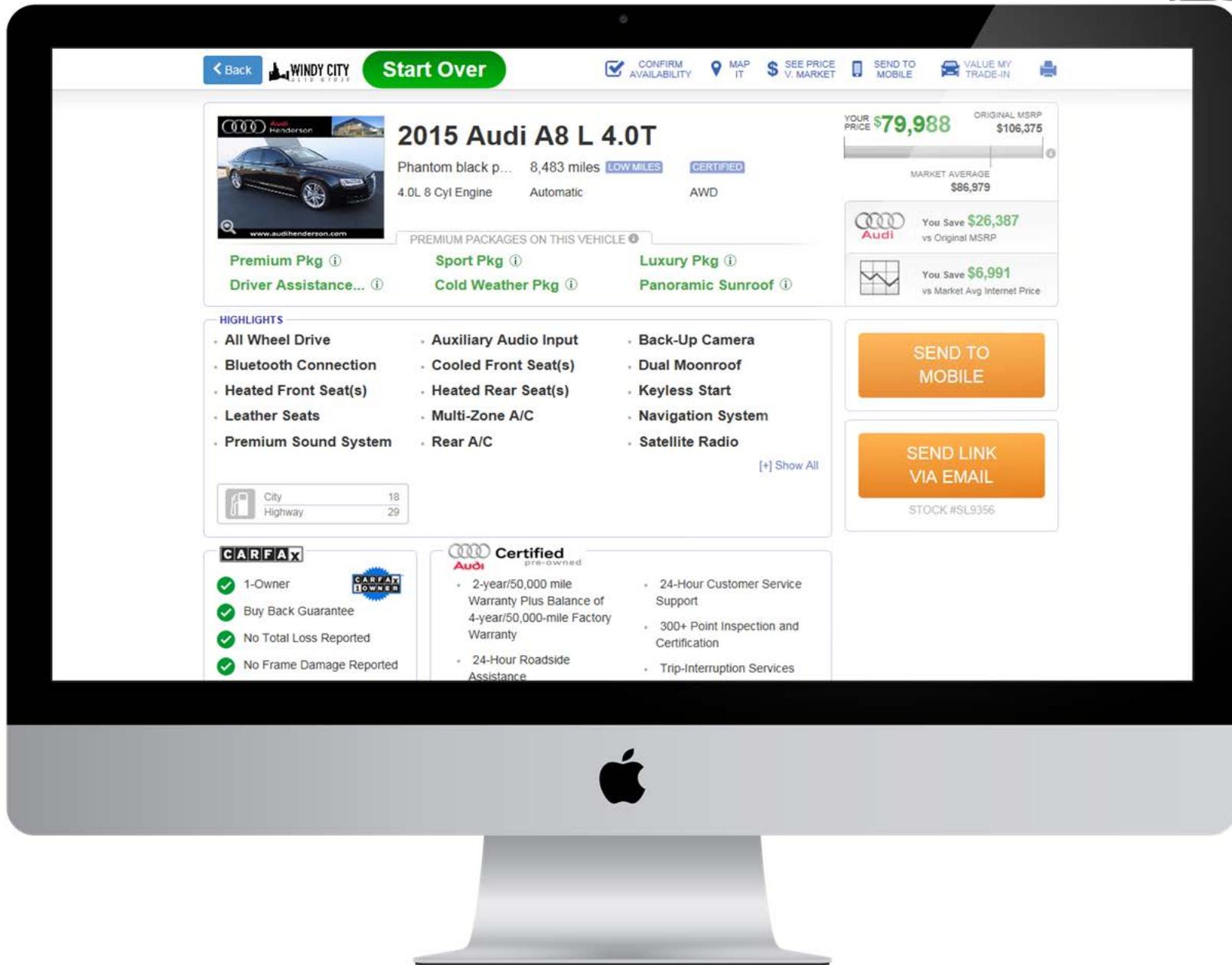


# Sales Process

## Showroom Floor

- Build trust and transparency with the 91% of consumers that don't trust car salespeople
- Expand the set of cars on your lot that the consumer may be interested in
- Email them the information while at the store that they can use on the lot or during the test drive





[Back](#)
WINDY CITY
Start Over

 CONFIRM AVAILABILITY
 

 MAP IT
 

 SEE PRICE V. MARKET
 

 SEND TO MOBILE
 

 VALUE MY TRADE-IN



## 2015 Audi A8 L 4.0T

Phantom black p... 8,483 miles LOW MILES CERTIFIED  
 4.0L 8 Cyl Engine Automatic AWD

YOUR PRICE **\$79,988** ORIGINAL MSRP \$106,375  
 MARKET AVERAGE \$86,979

PREMIUM PACKAGES ON THIS VEHICLE

- Premium Pkg ⓘ  
Driver Assistance... ⓘ
- Sport Pkg ⓘ  
Cold Weather Pkg ⓘ
- Luxury Pkg ⓘ  
Panoramic Sunroof ⓘ

You Save **\$26,387** vs Original MSRP  
 You Save **\$6,991** vs Market Avg Internet Price

HIGHLIGHTS

- All Wheel Drive
  - Auxiliary Audio Input
  - Back-Up Camera
  - Bluetooth Connection
  - Cooled Front Seat(s)
  - Dual Moonroof
  - Heated Front Seat(s)
  - Heated Rear Seat(s)
  - Keyless Start
  - Leather Seats
  - Multi-Zone A/C
  - Navigation System
  - Premium Sound System
  - Rear A/C
  - Satellite Radio
- [+] Show All

City	18
Highway	29

SEND TO MOBILE

SEND LINK VIA EMAIL

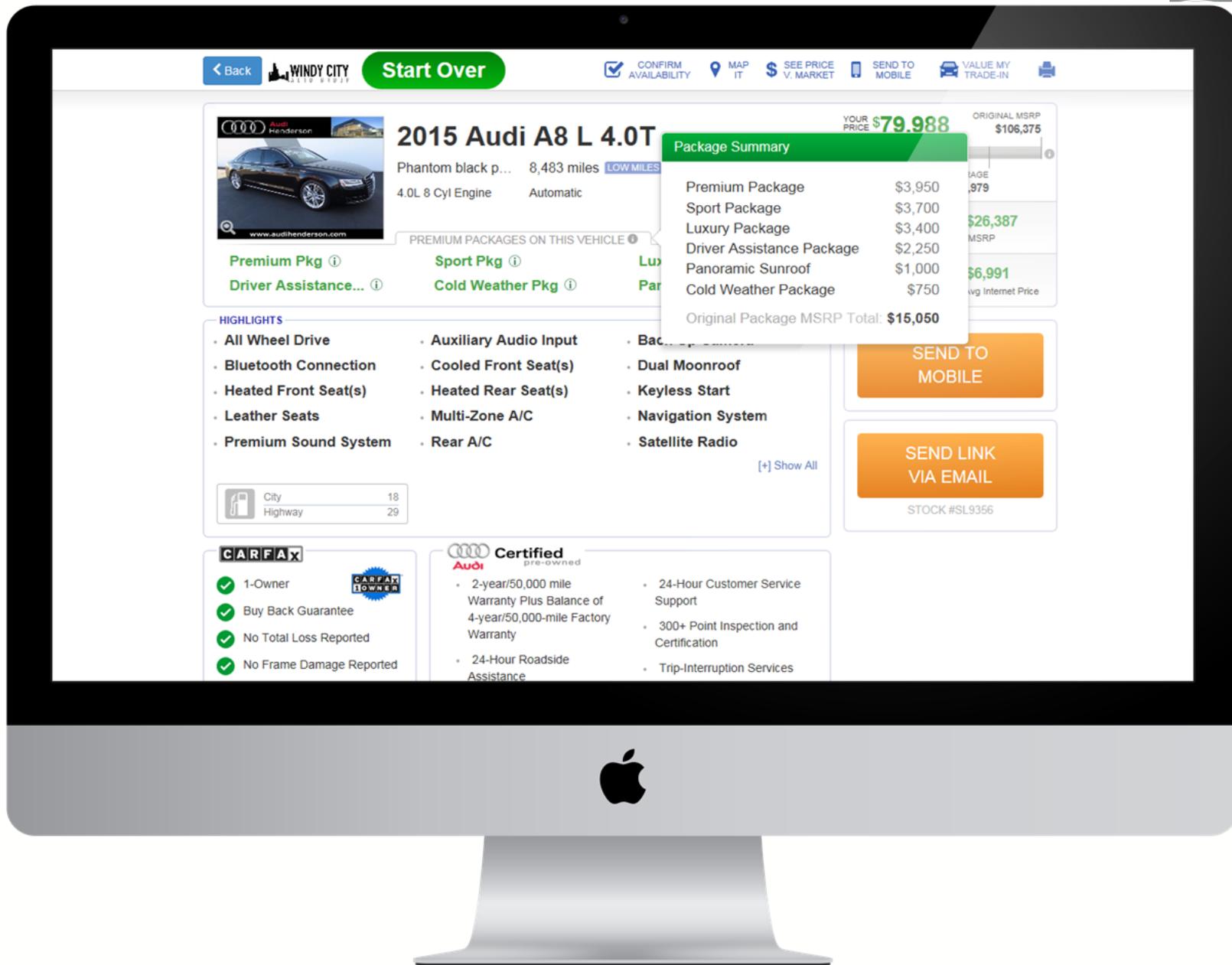
STOCK #SL9356

**CARFAX**

- ✔ 1-Owner
- ✔ Buy Back Guarantee
- ✔ No Total Loss Reported
- ✔ No Frame Damage Reported

**Certified** pre-owned

- 2-year/50,000 mile Warranty Plus Balance of 4-year/50,000-mile Factory Warranty
- 24-Hour Roadside Assistance
- 24-Hour Customer Service Support
- 300+ Point Inspection and Certification
- Trip-Interruption Services



Back

WINDY CITY

Start Over

CONFIRM AVAILABILITY

MAP IT

SEE PRICE V. MARKET

SEND TO MOBILE

VALUE MY TRADE-IN



# 2015 Audi A8 L 4.0T

Phantom black p... 8,483 miles **LOW MILES**  
 4.0L 8 Cyl Engine Automatic

YOUR PRICE **\$79,988**

ORIGINAL MSRP **\$106,375**

## Package Summary

Premium Package	\$3,950
Sport Package	\$3,700
Luxury Package	\$3,400
Driver Assistance Package	\$2,250
Panoramic Sunroof	\$1,000
Cold Weather Package	\$750
<b>Original Package MSRP Total:</b>	<b>\$15,050</b>

### PREMIUM PACKAGES ON THIS VEHICLE

- Premium Pkg
- Driver Assistance...
- Sport Pkg
- Cold Weather Pkg
- Luxury Pkg
- Par...

### HIGHLIGHTS

- All Wheel Drive
- Bluetooth Connection
- Heated Front Seat(s)
- Leather Seats
- Premium Sound System
- Auxiliary Audio Input
- Cooled Front Seat(s)
- Heated Rear Seat(s)
- Multi-Zone A/C
- Rear A/C
- Back...
- Dual Moonroof
- Keyless Start
- Navigation System
- Satellite Radio

[+] Show All

City	18
Highway	29

SEND TO MOBILE

SEND LINK VIA EMAIL

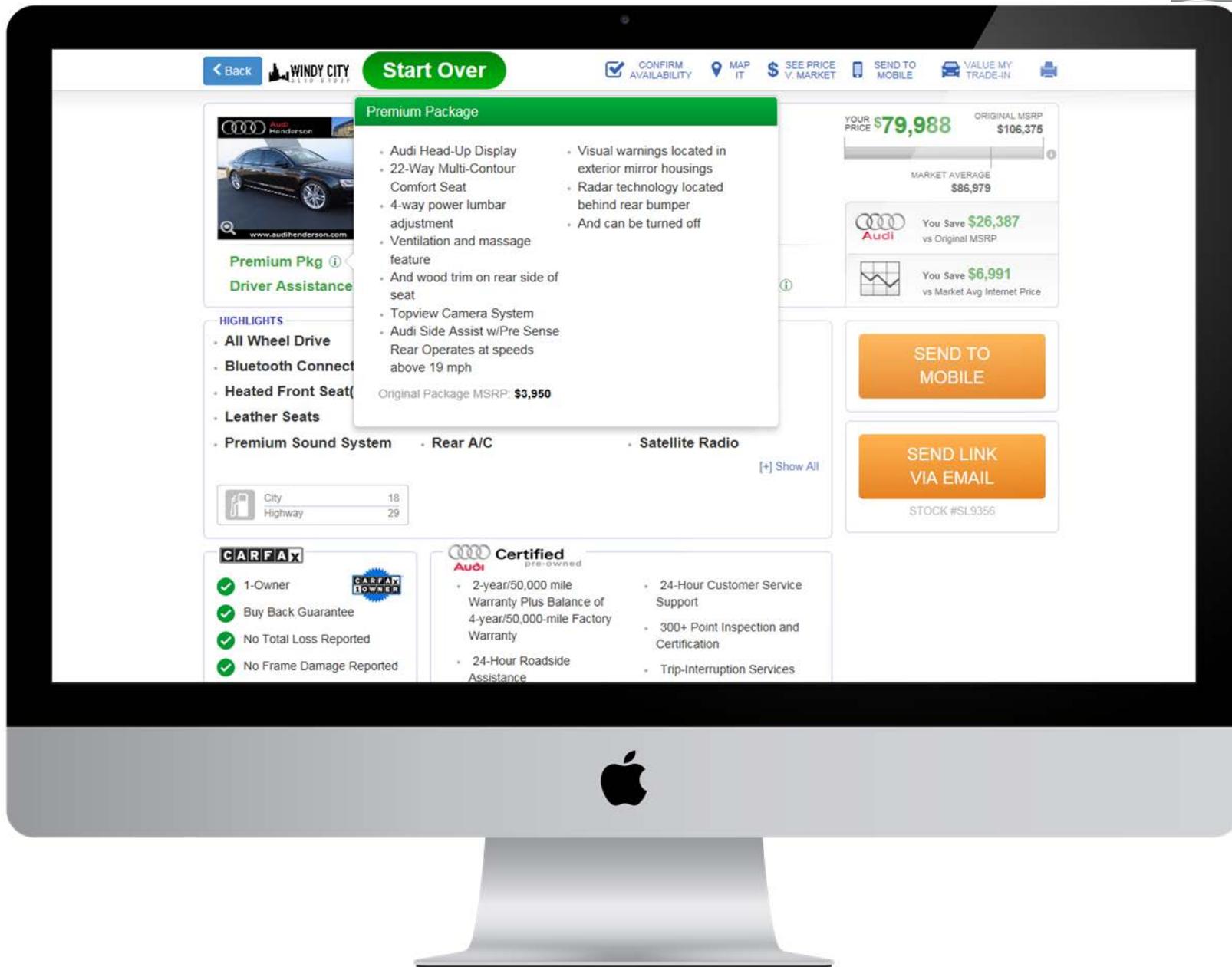
STOCK #SL9356

### CARFAX

- 1-Owner
- Buy Back Guarantee
- No Total Loss Reported
- No Frame Damage Reported

### Certified pre-owned

- 2-year/50,000 mile Warranty Plus Balance of 4-year/50,000-mile Factory Warranty
- 24-Hour Roadside Assistance
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- 300+ Point Inspection and Certification
- Trip-Interruption Services



[Back](#)

WINDY CITY

**Start Over**

CONFIRM AVAILABILITY

MAP IT

SEE PRICE V. MARKET

SEND TO MOBILE

VALUE MY TRADE-IN



**Premium Pkg**  
**Driver Assistance**

**Premium Package**

- Audi Head-Up Display
- 22-Way Multi-Contour Comfort Seat
- 4-way power lumbar adjustment
- Ventilation and massage feature
- And wood trim on rear side of seat
- Topview Camera System
- Audi Side Assist w/Pre Sense Rear Operates at speeds above 19 mph
- Visual warnings located in exterior mirror housings
- Radar technology located behind rear bumper
- And can be turned off

Original Package MSRP: **\$3,950**

**HIGHLIGHTS**

- All Wheel Drive
- Bluetooth Connect
- Heated Front Seats
- Leather Seats
- Premium Sound System
- Rear A/C
- Satellite Radio

City	18
Highway	29

**CARFAX**

- 1-Owner
- Buy Back Guarantee
- No Total Loss Reported
- No Frame Damage Reported

**Audi Certified pre-owned**

- 2-year/50,000 mile Warranty Plus Balance of 4-year/50,000-mile Factory Warranty
- 24-Hour Roadside Assistance
- 24-Hour Customer Service Support
- 300+ Point Inspection and Certification
- Trip-Interruption Services



**You Save \$26,387** vs Original MSRP

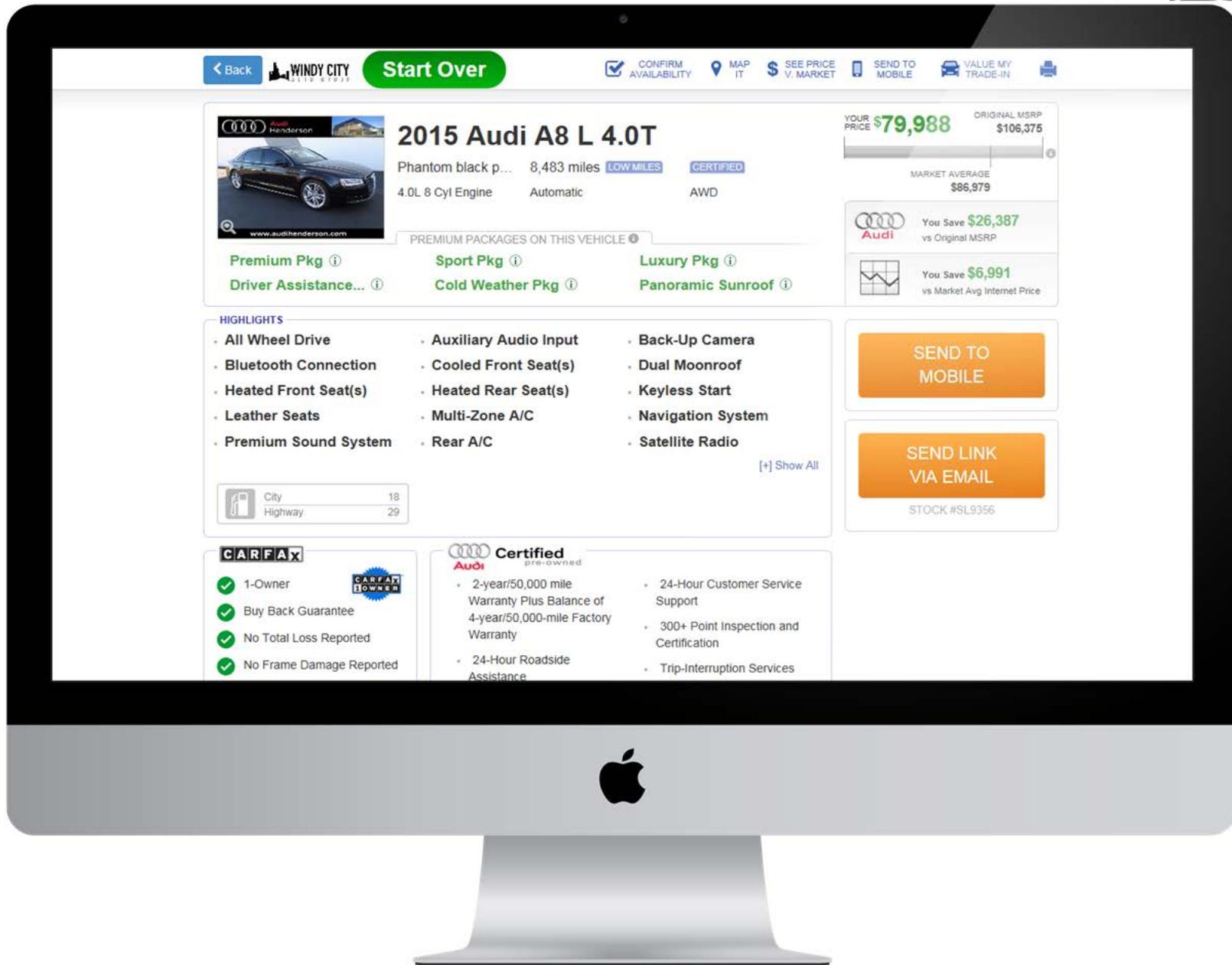
**You Save \$6,991** vs Market Avg Internet Price

**SEND TO MOBILE**

**SEND LINK VIA EMAIL**  
STOCK #SL9356

[+] Show All





[Back](#)
WINDY CITY Audi & SUV
Start Over

 CONFIRM AVAILABILITY
 

 MAP IT
 

 SEE PRICE V. MARKET
 

 SEND TO MOBILE
 

 VALUE MY TRADE-IN



## 2015 Audi A8 L 4.0T

Phantom black p... 8,483 miles LOW MILES CERTIFIED  
 4.0L 8 Cyl Engine Automatic AWD

YOUR PRICE **\$79,988** ORIGINAL MSRP \$106,375  
 MARKET AVERAGE \$86,979

PREMIUM PACKAGES ON THIS VEHICLE

- Premium Pkg ⓘ  
Driver Assistance... ⓘ
- Sport Pkg ⓘ  
Cold Weather Pkg ⓘ
- Luxury Pkg ⓘ  
Panoramic Sunroof ⓘ

You Save **\$26,387** vs Original MSRP  
 You Save **\$6,991** vs Market Avg Internet Price

HIGHLIGHTS

- All Wheel Drive
  - Auxiliary Audio Input
  - Back-Up Camera
  - Bluetooth Connection
  - Cooled Front Seat(s)
  - Dual Moonroof
  - Heated Front Seat(s)
  - Heated Rear Seat(s)
  - Keyless Start
  - Leather Seats
  - Multi-Zone A/C
  - Navigation System
  - Premium Sound System
  - Rear A/C
  - Satellite Radio
- [+] Show All

City	18
Highway	29

SEND TO MOBILE

SEND LINK VIA EMAIL

STOCK #SL9356

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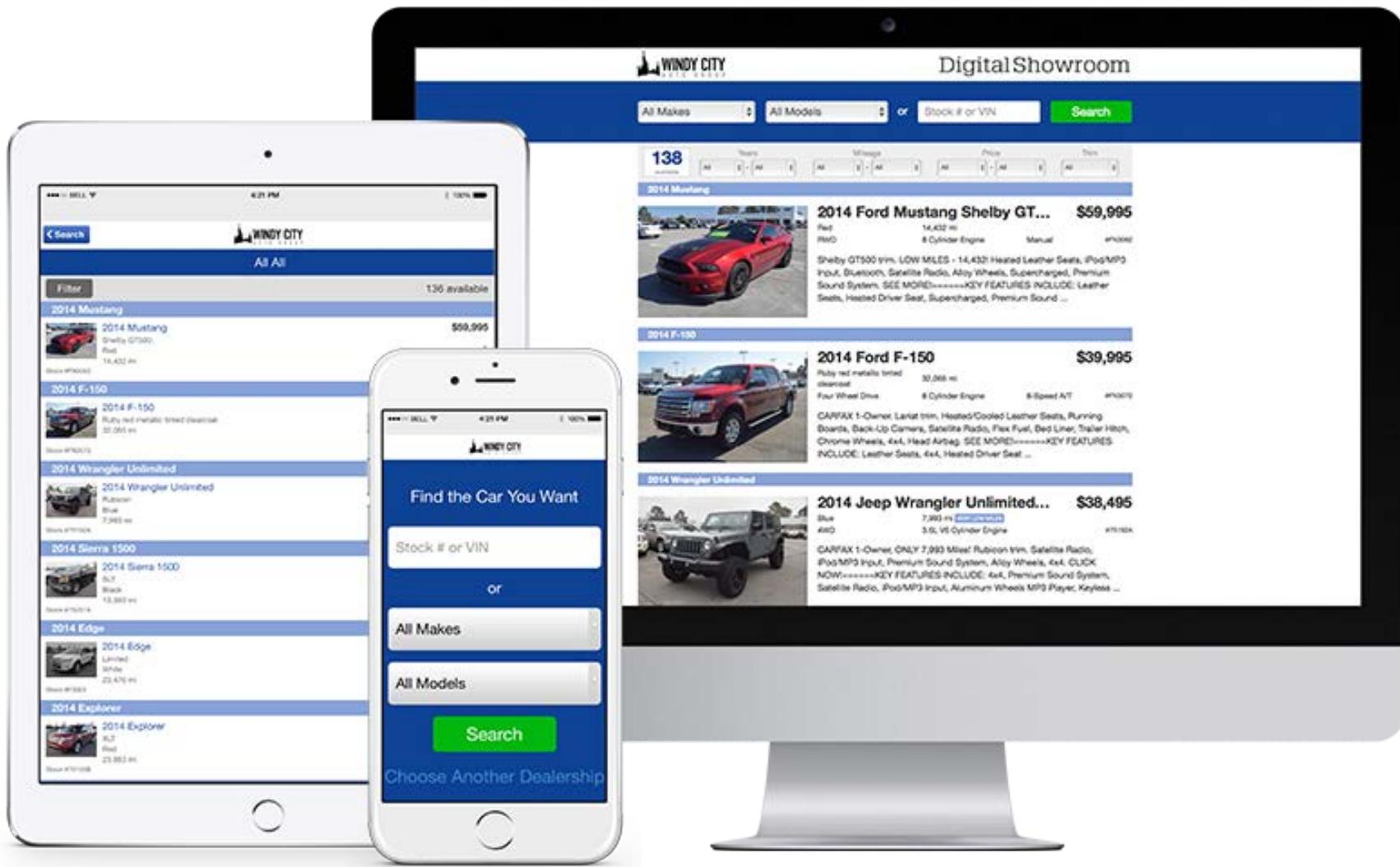
# Sales Process

## On The Lot

- **Become the Bionic Salesman**
- **Build value in each car by using as a resource/crib notes**
- **Email the information directly to the consumer or have them scan. They can see the information on their own device**
- **Expand the set of cars on your lot that the consumer may be interested in**



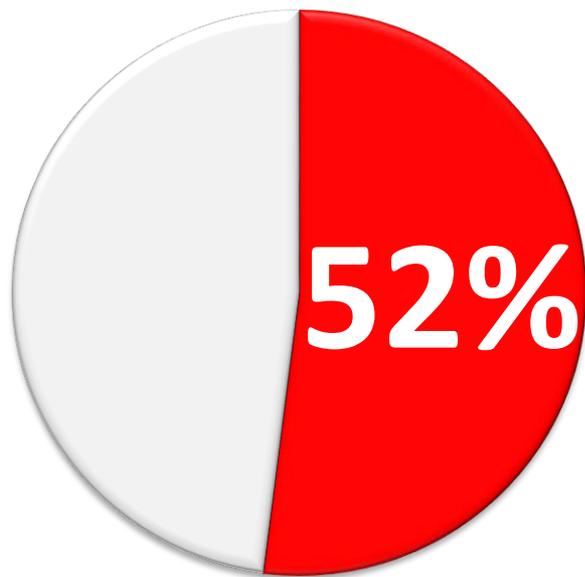
# The Rise of Mobile



#NADA2016



**82%** Of Smartphone Users Go Online While In Stores



Will visit Another Dealership within the next 24 Hours!

**Which Site Do You Want Them On?**

# Adapt Your Process

## Sales Process



## BDC Process



#NADA2016

# Business Development Center

- ✓ **Ensure every representative on the phone can build value in every car and call**
- ✓ **Engage consumer and build a sense of transparency by emailing them about any car they are interested in**
- ✓ **Expand the set of cars on your lot that the consumer may be interested in**



#NADA2016

WINDY CITY

Digital Showroom

or

**SIMILAR MODELS** [BMW X1 \(13\)](#) • [Acura RDX \(5\)](#) • [Infiniti EX35 \(3\)](#) • [Volvo XC60 \(3\)](#) • [Buick Encore \(2\)](#)

15 available
Years:  - 
Mileage:  - 
Price:  - 
Trim:

2013 X3s



**2013 X3 xDrive28i** **\$39,900**

Blue 33,604 mi **CERTIFIED**  
 AWD 4 Cyl Automatic

M SPORT PACKAGE, PREMIUM PACKAGE, Premium Sound System, NAVIGATION, Dual Moonroof, BMW Certified, FINELINE SIENNA WOOD TRIM, AWD, HEATED FRONT SEATS, DRIVER ASSISTANCE PACKAGE, Turbo Charged, Alloy Wheels. xDrive28i trim. LOW MILES SEE MORE



**2013 X3 xDrive28i** **\$39,900**

Blue 12,604 mi **VERY LOW MILES** **CERTIFIED**  
 AWD 4 Cyl Automatic

PREMIUM PACK, HEATED FRONT SEATS, NAVIGATION SYSTEM, DRIVE ASSISTANCE PACKAGE, BMW Certified, Low Miles, AWD, FINELINE SIENNA WOOD TRIM, SATIN ALUMINUM ROOF RAILS, Premium Sound System, ONE OWNER, No Accidents. SEE MORE!!!



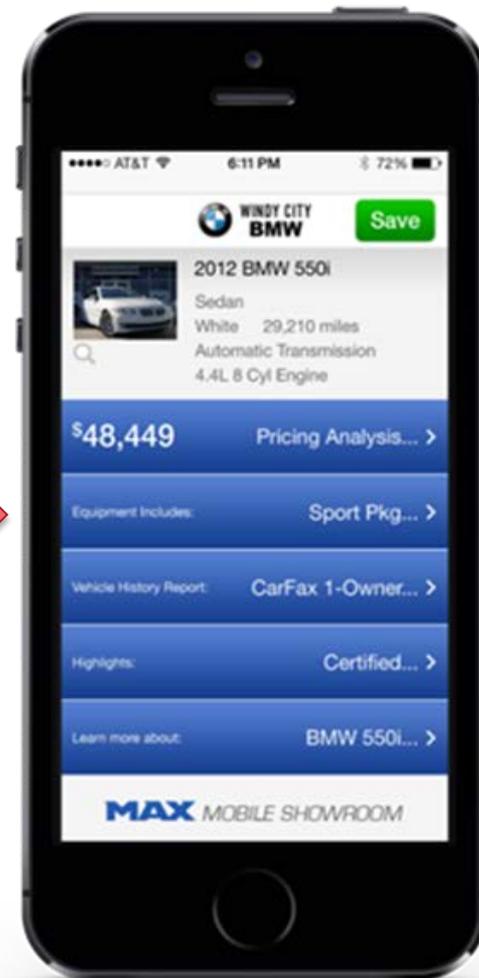
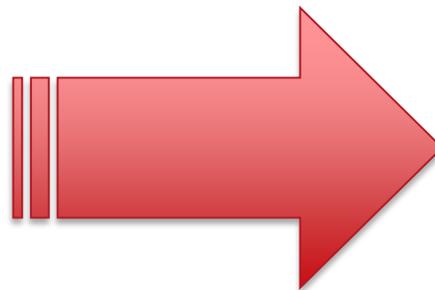
## To Achieve “A” Player Status:

- 1 Signal You’re a Different Kind of Dealership
  - Build trust from moment consumer walks in door with branding and messaging
- 2 Build Maximum Quality & Value in every car
  - Replace inventory sheets and pricing on the cars with technology
  - Train your sales team on how to build quality & value at a “Fair price”

2

Harness the power of Technology to *build excitement about the car* on your phone while walking the lot and on a test drive

Year	Vehicle Description	Mileage	Segment	Stock Number	Internet
1) 2013	BMW 3 SERIES CONVERTIBLE (3.0L V6 Cylinder Engine)		Convertible	55019A	\$34,989
2) 2009	BMW 3 SERIES SEDAN (3.0L V6 Cylinder Engine)		Sedan	YS992A	\$22,909
3) 2013	BMW 3 SERIES SEDAN (3.0L Straight 6 Cylinder Engine)		Sedan		\$35,889
4) 2011	BMW 3 SERIES SEDAN (3.0L V6 Cylinder Engine)	63,089	Sedan		\$23,589
5) 2011	BMW 3 SERIES SEDAN (3.5L V6 Cylinder Engine)	60,245	Sedan		\$15,409
6) 2011	BMW 3 SERIES SEDAN (3.0L V6 Cylinder Engine)	32,601	Convertible		\$42,889
	BMW 3 SERIES SEDAN (3.0L V6 Cylinder Engine)	15,242	Sedan	LB1550	\$36,989
	BMW 3 SERIES SEDAN (3.0L V6 Cylinder Engine)	13,756	Sedan	LB1550	\$36,989
	BMW 3 SERIES SEDAN (3.0L V6 Cylinder Engine)	13,872	Sedan	LB45354	\$36,989
	BMW 3 SERIES SEDAN (3.0L V6 Cylinder Engine)	25,416	Sedan	6088	\$36,989
	CADILLAC SRX SUV PERFORMANCE (3.6L V6 Cylinder Engine)	63,406	SUV	LB25216A	\$36,989
	CHEVROLET SILVERADO 1500 TRUCK LTZ (4.8L V8 Cylinder Engine)	48,450	Truck	45242B	\$36,989
	BMW 3 SERIES SEDAN 328i (RWD - 2.0L 4 Cylinder Engine)	20,493	Sedan	6115	\$36,989
	BMW X5-SERIES SUV 35d (AWD - 3.0L Straight 6 Cylinder Engine)	40,965	SUV	6116	\$36,989
	BMW 1 SERIES CONVERTIBLE 128i (RWD - 3.0L Straight 6 Cylinder Engine)	29,994	Convertible	6118	\$36,989
	BMW 3 SERIES SEDAN 328i (RWD - 2.0L 4 Cylinder Engine)		Sedan	45464A	\$36,989
	BMW 3 SERIES SEDAN 328i (RWD - 2.0L 4 Cylinder Engine)		Sedan	6135	\$36,989
	BMW 3 SERIES SEDAN 328i (RWD - 2.0L 4 Cylinder Engine)		Sedan	6136	\$36,989
	BMW 3 SERIES SEDAN 328i (RWD - 2.0L 4 Cylinder Engine)		Sedan	6138	\$36,989
	BMW 3 SERIES SEDAN 328i (RWD - 2.0L 4 Cylinder Engine)		Sedan	6139	\$36,989
	BMW 3 SERIES SEDAN 328i (RWD - 3.0L Straight 6 Cylinder Engine)		Sedan	14319	\$36,989
20) 2011	BMW 3 SERIES COUPE 335i (RWD - 3.0L Straight 6 Cylinder Engine)	28,994	Coupe		\$34,789
21) 2011	BMW 3 SERIES COUPE 335i (RWD - 3.0L Straight 6 Cylinder Engine)	57,951	Coupe		\$26,409
22) 2011	BMW 3 SERIES SEDAN (3.0L Straight 6 Cylinder Engine)	58,221	Sedan		\$20,769
23) 2013	BMW 3 SERIES SEDAN (3.0L V6 Cylinder Engine)		Sedan		\$29,989
24) 2010	BMW M6 CONVERTIBLE (4.4L V8 Cylinder Engine)		Convertible	XP6150	\$48,879
25) 2012	BMW 5 SERIES SEDAN 528i (RWD - 3.0L V6 Cylinder Engine)		Sedan	6151	\$36,989
26) 2012	BMW 5 SERIES SEDAN 528i (RWD - 3.0L V6 Cylinder Engine)		Sedan	6152	\$34,879



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## To Achieve “A” Player Status:

- 1** Signal You’re a Different Kind of Dealership
  - Build trust from moment consumer walks in door with branding and messaging
- 2** Build Maximum Quality & value in every car
- 3** Require sales people to print 3<sup>rd</sup> Party information and review the quality & value of the vehicle before presenting numbers to the customer.



## 2013 BMW 3 Series 328i

YOUR PRICE **\$32,911**

Jet black  
Straight 6 Cyl Engine

32,047 miles **LOW MILES**  
6-Speed AT

**CERTIFIED**  
Rear Wheel Drive

ORIGINAL MSRP



**\$54,095**

Price is \$21,184  
Below Original MSRP

KBB



**\$34,625**

Price is \$1,714  
Below Kelley Blue Book  
Retail Value

NADA RETAIL VALUE



**\$33,750**

Price is \$839  
Below NADA Retail Value

**CALL TO LOCK IN THIS PRICE**

**(980) 533-2027**

STOCK #NL1928

### Comparisons in the Market: 7 Listings

Vehicle Description	Color	Mileage	Certified	Internet Price	Your Price Savings
2013 BMW 3 Series Convertible 328i	White	21,338		\$34,931	<b>You Save \$2,020</b>
Low miles and loaded! Includes GPS NAVIGATION, KEYLESS ACCESS & PUSH-BUTTON START, FRONT & REAR PARKING SENSORS, HEATED FRONT SEATS, HEATED STEERING W					
2013 BMW 3 Series Convertible 328i	Black	31,125	✓	\$34,755	<b>You Save \$1,844</b>
BMW Certified, CARFAX 1-Owner, ONLY 31,125 Miles! 328i trim. \$1,000 below Kelley Blue Book! Heated Leather Seats, NAV, SPORT LEATHER-WRAPPED STEERING					
2013 BMW 3 Series Convertible 328i	Black	27,651	✓	\$34,755	<b>You Save \$1,844</b>
\$1,700 below Kelley Blue Book! BMW Certified, CARFAX 1-Owner, GREAT MILES 24,342! Heated Leather Seats, Navigation, BMW ASSIST W/BLUETOOTH, SPORT LEAT					
2013 BMW 3 Series Convertible 328i	Black	26,513	✓	\$34,719	<b>You Save \$1,808</b>
CARFAX 1-Owner, Dealer Certified, GREAT MILES 26,513! \$200 below NADA Retail! NAV, Heated Leather Seats, Apple iPhone / iPod Integration, Alloy Wheels					
2013 BMW 3 Series Convertible 328i	Black	39,310		\$33,990	<b>You Save \$1,079</b>
2013 BMW 3 Series Convertible 328i	White	27,366		\$33,726	<b>You Save \$815</b>

# Digital Execution – What did we learn

- **Price Right—Get in the Game**—pricing at or near market average so you get seen online and draw the traffic, without going so low that you diminish your chances of ever making money
- **Market Right—Be Noticed by Being Relevant**—advertising cars based upon “value” shoppers are really looking for and giving them tools to investigate themselves
- **Sell Right—Use Expertise to Create Excitement**—converting salespeople into product experts and adapting sales process to build motivation and urgency with a discount



# Consumer Optimized

**Which would you rather be?**



# Past:

# Future:



## INTERNET DEPARTMENT



## DIGITAL DEALERSHIP

#NADA2016



**Chad**

1 hr · 🌐

About to head over to the dealership to negotiate Aimee's new car purchase and I am not looking forward to it. There is no way I am walking out of that place in a good mood.

[Like](#) · [Comment](#) · [Share](#)



# Questions ?

# The Art and Science of Selling on Value vs. Price



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Chicago, IL

888-841-0884

PMcMullen@MAXDigital.com



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**@DigitalMcMullen**  
**#NADA2016**