

IN CASE OF
EMERGENCY



become an
INTERNET DEALERSHIP

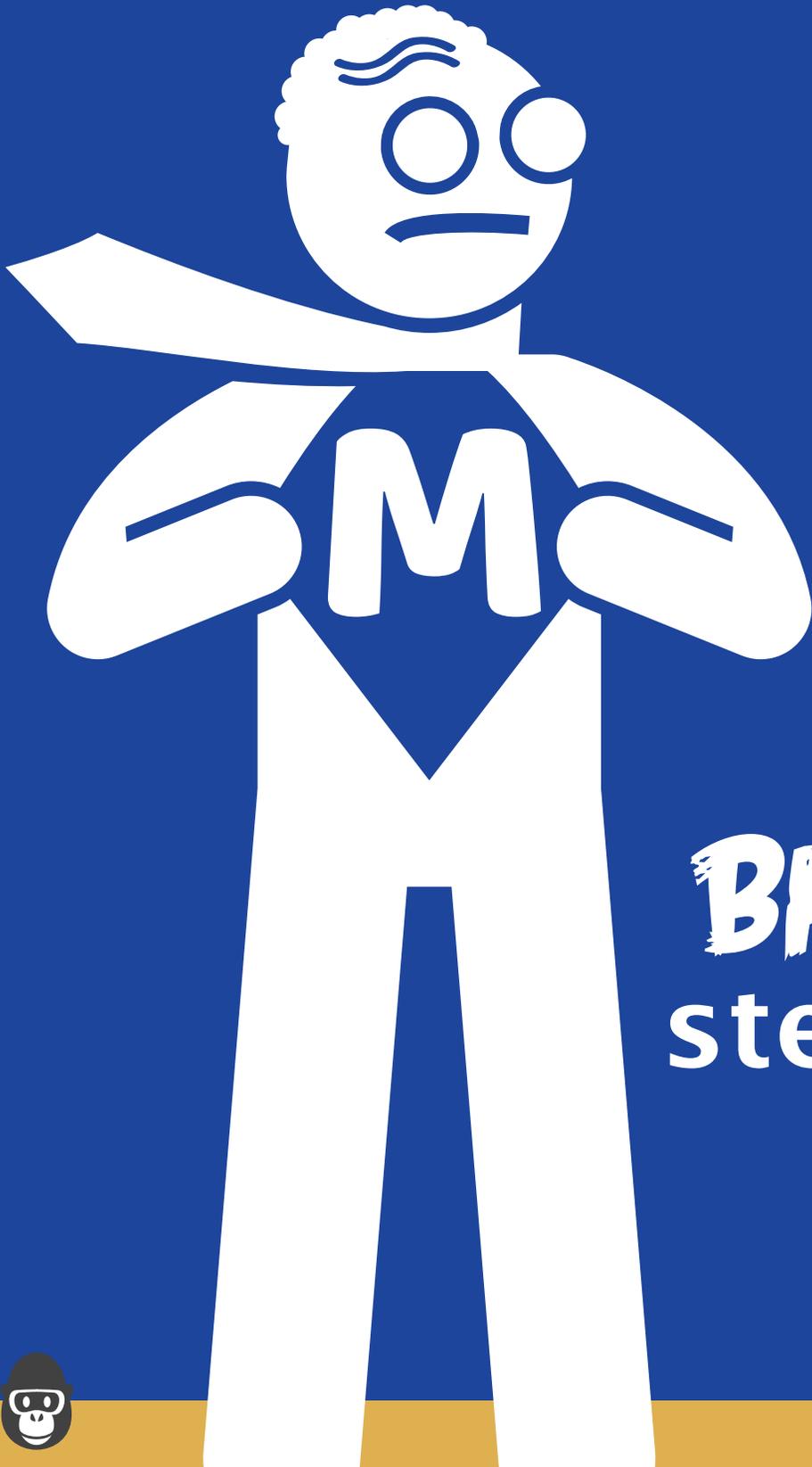
we broke the glass for you



**2020 started with
fireworks and they
never stopped**

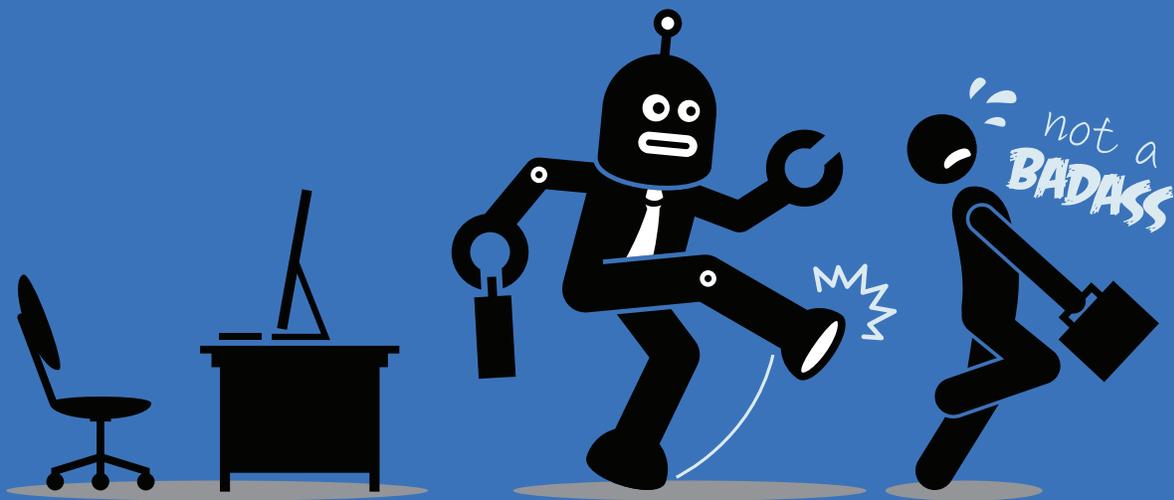
It became a time to settle into
a new normal





and
BADASSES
stepped up





They don't get their butts
kicked by technology

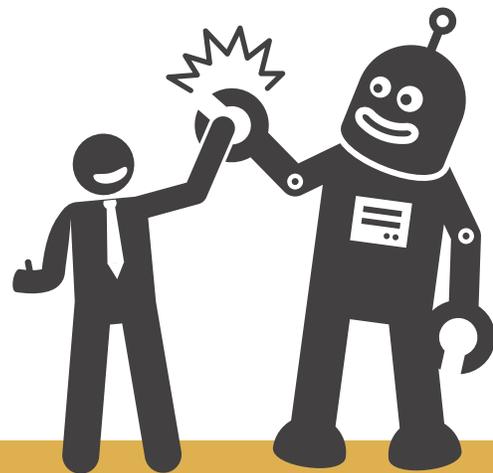


While many car dealers have settled into the “new normal,” that phrase has varying interpretations.

We are focusing on dealers who have embraced the changes and made intelligent, measurable adjustments to their processes.

The ones who will likely, once again, reap the benefit of being malleable, and open to using new technology in their sales flow.

Case in point, Matthew Haiken with his new secret weapons for car dealers during and after a pandemic.

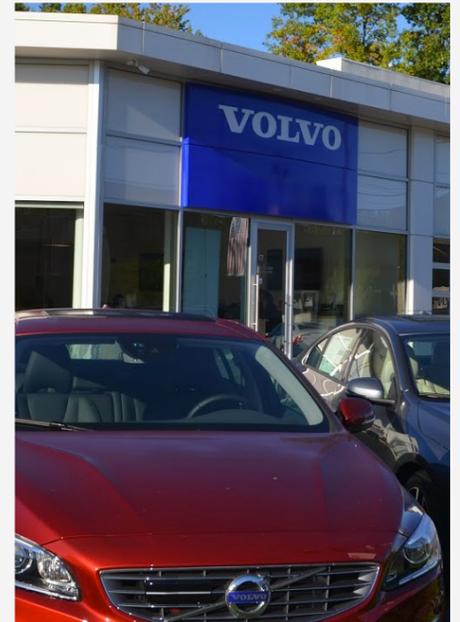


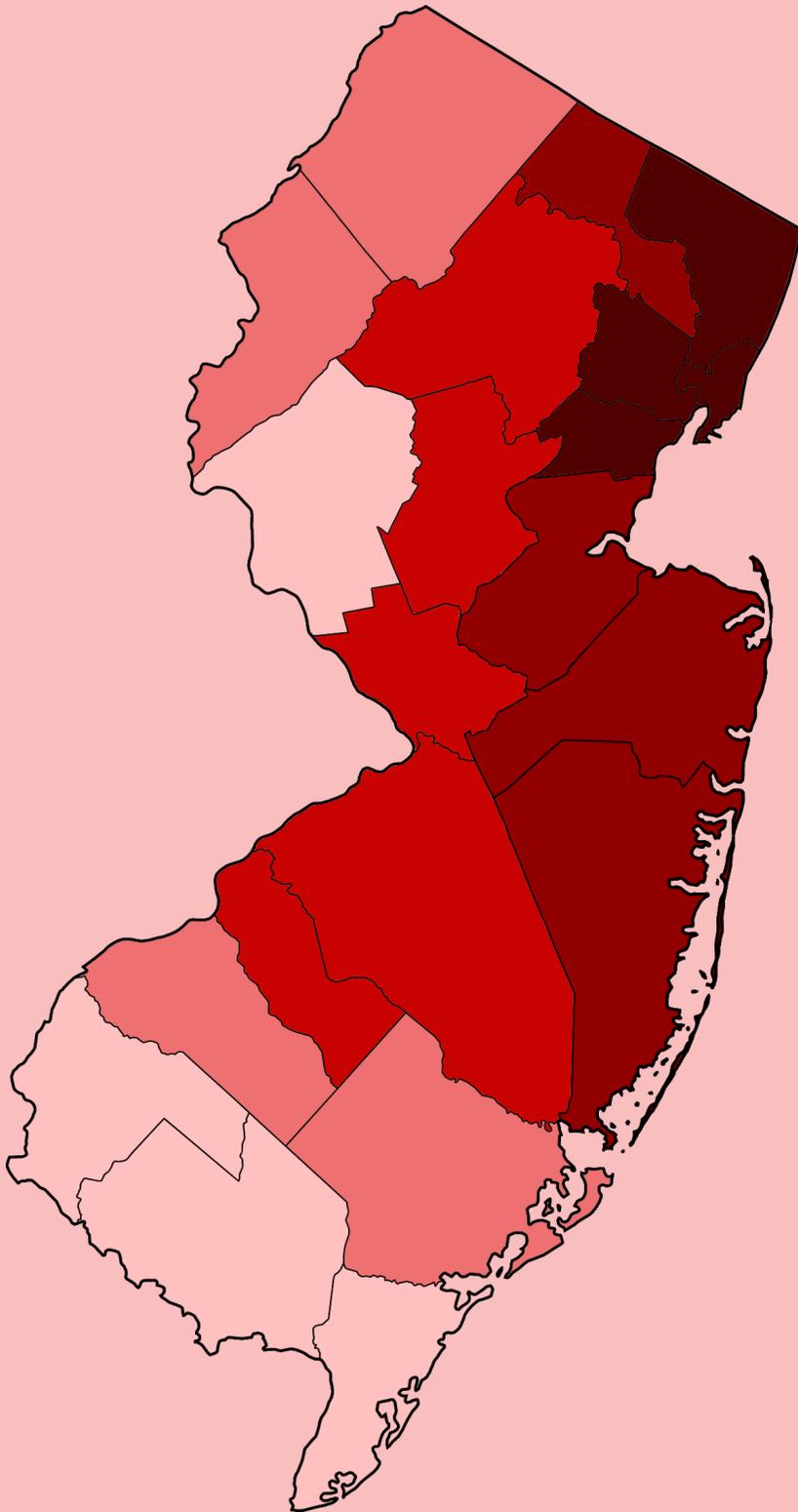
Matthew Haiken

Prestige Volvo

Consistently in the top 5 Volvo stores in the nation.

Of special note was April 2020, with a closed showroom, when they sold *150* new cars and *151* used cars through a staff of *5!*





New Jersey was shut down

Uncertainty gripped the state, but Prestige Volvo jumped into action to protect the business.

Remembering lessons from 2008, non-essential employees were furloughed. Matthew Haiken resumed the General Management role he had left to become Dealer Principal years ago.

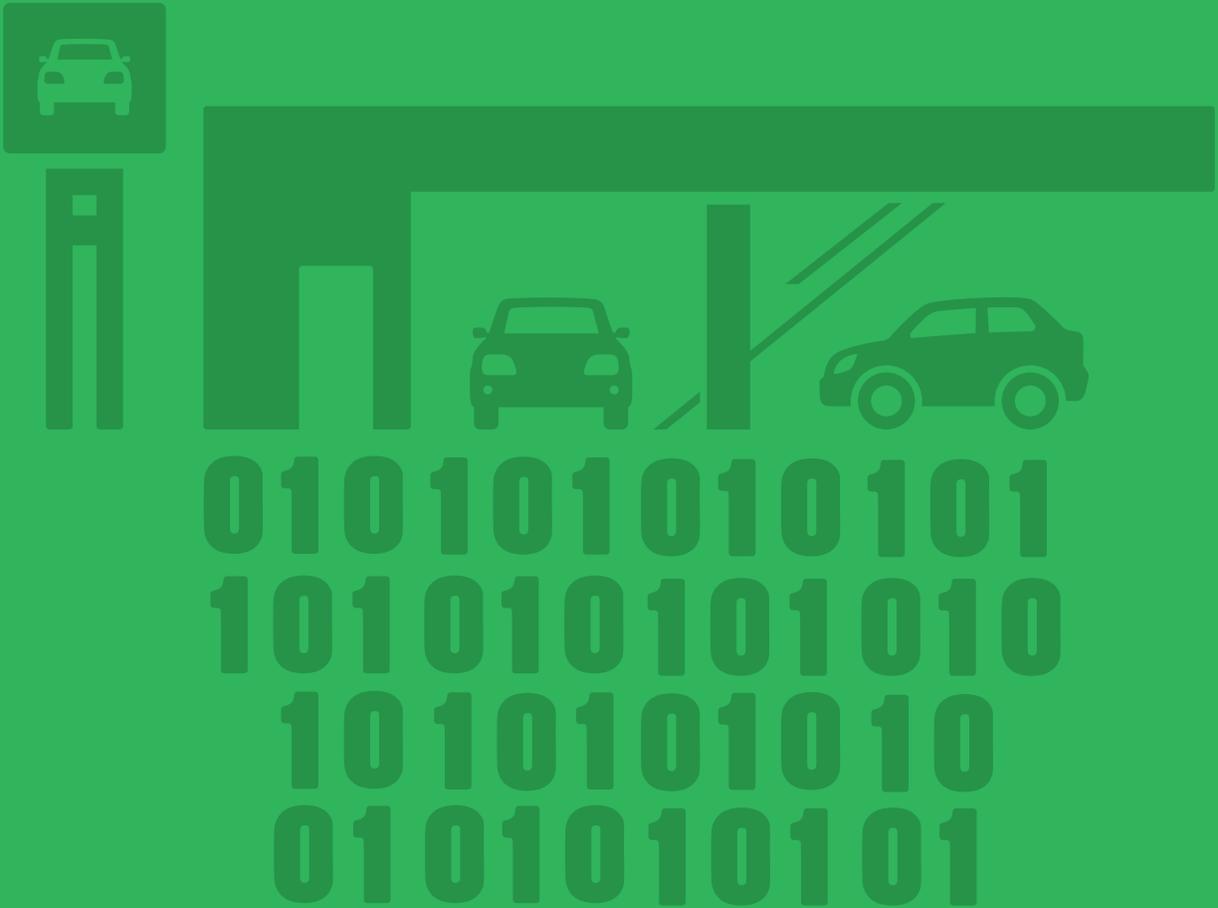
It was time to get creative.

Matthew promoted his longtime internet and finance managers into sales management roles and the three of them began talking to internet leads. Their immediate goal was to keep a pipeline of deals ready to go as soon as the government allowed it.

Fortunately, remote sales deliveries were soon allowed and they got to work.

Cutting the old school sales managers and eradicating their outdated processes opened the door for new opportunities. Innovative ideas and solutions were welcome and, once implemented, the game was forever changed.

Floor traffic was illegal so **Prestige Volvo transformed into an internet dealership.**



Matthew, Lindsey, and Tina presented every customer with a payment quote regardless of whether they had asked for it. It did not matter where in the United States the customer was located. The sales team advised customers on the best way to finance their new vehicle, and Matthew's infatuation with leasing permeated the conversations.

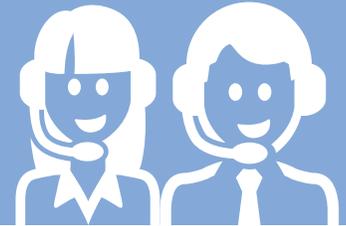
They evolved a lot of people into new and used car leases.

Price was rarely negotiated.



CLOSED SHOWROOMS

Prestige employed a virtual automotive call center to ensure each lead was properly addressed. They found the engaged customers who wanted to test drive, work numbers, get an appraisal, or buy. Then passed the engaged customer to a manager.



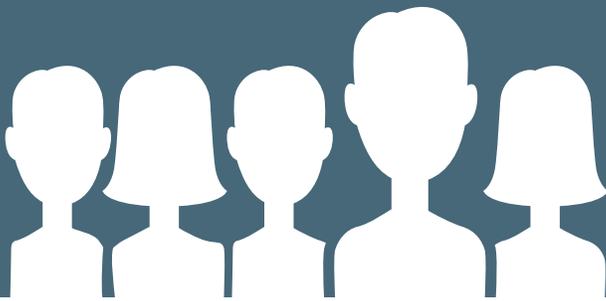
They set the hook



Managers were the front-line. They consulted with customers, acting as concierges in the car purchase. Most communication was through text messaging.

Sales people drove cars to customer homes after a deal was made. They even picked up groceries for the elderly.

Upon the success of this model, more delivery people were needed and more sales people were brought back to fill that role.



This model was working so well for Prestige and its customers, Matthew was wondering why he should keep paying for such a nice showroom.

He was considering a different kind of dealership...



SHOWROOM CLOSED FOREVER



THE WORST NEWS MATTHEW COULD GET: TIME TO OPEN THE SHOWROOM



New Jersey businesses opened back up and stir-crazy locals flooded in, often just looking for something to do!

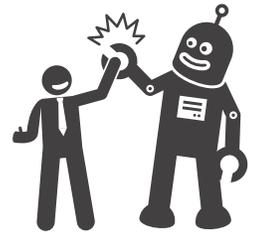


Not to lose what had been achieved, Prestige merged the in-store process with the online process. They became an **INTERNET DEALERSHIP** all the way.



FRIKTIONLESS SHOWROOM

Prestige customers follow the same path. They enter at different places depending on whether they start as a lead, phone up, or floor up.



LEAD

Fresh internet leads come into the CRM from boutique digital marketing services by Dynamic Beacon and a Volvo-approved Dealer.com website.

FIRST QUALITY RESPONSE

An automated illumiQUOTE deploys from the CRM providing price and payment options with taxes & fees included. The interactive quote encourages the customer to fine-tune the deal with term selections for loan and lease payment options with all incentives applied appropriately, available conditional rebates, and an instant trade value through TradePending.

FIRST PHONE CALL

The RESPONSEiQ "virtual" automotive call center smiles and dials, completing outbound phone call follow up to Prestige's internet leads until it is time to hand off to someone at the store. Leads are called 24/7, seven days a week, even with New Jersey dealerships being closed on Sundays.

WORKING THE DEAL

While many customers agree to the first pass in the First Quality Response, the rest are further engaged by text message. Customers are often faster to respond via text, making Prestige more efficient.

Continuity is key. The same price and payment options are shown in person, in the same illumiQUOTE format they experienced online. Consistent price and payment displays create trust and allow the customers to say YES faster.

Market Scan's mDesking brings creativity to deal-making and finding new lenders. It integrates directly with illumiQUOTE.

CLOSING THE DEAL

Once an agreement is reached, a phone call is scheduled with the F&I manager. All F&I disclosures are done on a schedule allowing F&I to work less frequently or remotely.

DELIVERY

The DRAIVER system utilizes Lyft and Uber driver networks to transport cars to and from customer homes inside, and outside, the Prestige market area. The choice between sending sales people, full-time Prestige drivers, or the outside networks is simply a matter of logistics. Pay per use.



What was learned?

From this new process

PROFIT IS EARNED BY BUILDING TRUST

Customers decide to purchase a vehicle more quickly and negotiate less often when your numbers are consistent.

TRUST IS BUILT WITH CONSISTENCY

When a customer experiences the same numbers on your website, in emails, in texts, over the phone, and again in the showroom, they trust you.

WEBSITES DON'T SELL CARS

People buy from people. Happy customers are comfortable every step of the way. Engage your customers as quickly as possible, get them talking, and keep the experience frictionless.



RESULTS



ENGAGEMENT is Matthew's key to success.

He understands that while you cannot rely solely on the first phone call or email to close a deal, engagement is vital. If you do not capture the customer's attention quickly your dealership is completely out of the running.

42% of all internet leads at Prestige Volvo communicate with the team in the first 24 hours. 66% of the rest engage within the next 9 days.

This means Prestige is engaging with over 80% of their internet leads.

- 1.3 deals a day per sales rep
- 100% at-home deliveries offered
- 50% at-home deliveries taken
- Under 10 minutes to make a deal in-store
- Less time spent at dealership by sales team



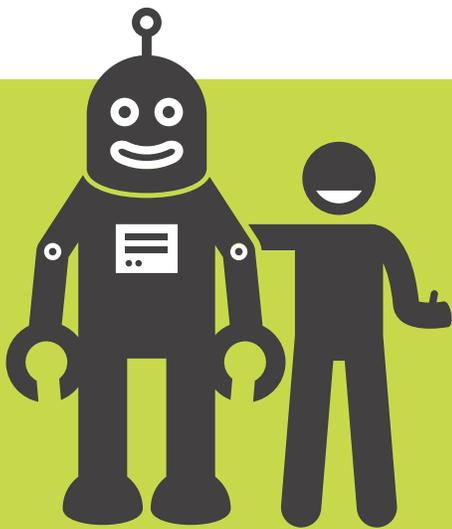
\$2,000
PVR INCREASE

Prior to this process, Prestige presented invoice pricing less dealer cash on the first pass.

Starting in April 2020, bumps were made in \$500 increments each week until less customers were taking the first pass.

This increased average front end gross per vehicle \$2,000 in less than a month.

$\$2,000 \times 150 \text{ new cars} =$ **\$300,000**



About the technologies and partners making the **FRIKTIONLESS SHOWROOM** possible.

WEBSITE CREATIVE AND DIGITAL MARKETING

As Prestige Volvo's boutique digital marketing agency for website management and email marketing since 2013, Dynamic Beacon's objective has always been to help the dealership differentiate itself online from its competition.

Once COVID hit, Matthew quickly tasked the nimble agency with effectively implementing and marketing the new progressive technology tools adopted by Prestige Volvo to deliver their car shoppers a better online purchase experience.

"No doubt, Matthew's decisive action amid the pandemic to strategically invest even more heavily in smart digital products and tools that better connect an at-home car buyer to an in-store sales representative has resulted in higher sales volume and bigger grosses for Prestige Volvo. We just feel very fortunate to build digital marketing campaigns that help his store best leverage these advanced technologies," states Justin Brun.



JUSTIN BRUN, CO-FOUNDER



www.dynamicbeacon.com 



VIRTUAL CALL CENTER

I was fortunate to meet Matthew Haiken after being introduced by the FRIKINtech team.

He is one of a small elite number of leaders I have met in my 31-year career and one who gave me the immediate thought, "this is a man any car guy or gal would want to work for."

Nothing is beneath him. His willingness to do anything to serve the customer is the first thing that sets him apart. He pushes us to give customers his cell phone number and include it in email blasts for his Prestige dealerships.

RESPONSEiQ was instantly impactful as it fits perfectly with the way Prestige operates.

Internet leads are automatically sent an illumiQUOTE with all pricing and payment options out of the CRM, and we follow up with the customer to ask, "did you see the quote we sent you?"

This simple process has resulted in a 42% connection rate on the first day, and we catch 66% of the remaining customers within the next nine days.

We openly address price or payment questions, schedule in-store appointments, escalate leads to management, or set virtual communications up for dealership staff by phone, text, or FaceTime.

Prestige Volvo has been the number 1 Volvo dealer in the United States by allowing a process that enables salespeople to focus on talking to as many customers as there is time in the day. The success comes into play by taking the mundane chores off their plates like going on test drives, doing deliveries, or responding to internet leads. They have a team that feeds them, and we're thrilled to be a part of that crew!



GREG WELLS, RESPONSEiQ DIRECTOR





DESKING

When COVID hit, New Jersey was shut down and Principal Matthew Haiken was forced to lay off the sales department. Haiken had an online presence mostly designed to create interest and inquiries, however, Haiken realized that he had an opportunity to continue to operate by transforming his business into “an internet dealership” set up to accommodate sales transactions. He turned to FRIKINtech to help him in this endeavor. FRIKINtech’s lead generation service coupled with their illumiQUOTE enabled Haiken’s trained customer service staff to move a customer through the online process and provide them Penny Certain quotes, which were VIN specific and trans-actionable.

Matthew utilizes mDesking to work through the tougher deals and find more creative ways to lease his inventory.

“We are excited to see how Market Scan’s mScanAPI technology and mDesking solution work in tandem with what FRIKINtech offers”, said Rusty West, Co-founder and President of Market Scan. “We have seen a gradual, but slow change in retailing over the past 2 decades. COVID-19 has changed everything overnight. With consumers’ expectations much higher than ever before, they are driving the necessary changes in digital, modern retailing to create a new normal. This change presents a paradigm challenge for dealers who embrace or resist digital retailing: they will fail, survive or thrive. It is obvious that Matthew and Prestige are fully committed to digital retailing, and it’s great to see them thrive in doing so”.



RUSTY WEST, PRESIDENT & CO-FOUNDER



MARKET SCAN

www.marketscan.com 



FRIKTIONLESS SHOWROOM

TRADE APPRAISALS

Matthew's team fires off TradePending reports to customers as soon as they find out a trade is involved.

They love that they do not have to ask the customer for things customers rarely know, like, VINs or license plate numbers. It is easy for Prestige to plug a few small details to get a full market report on that trade.

Matthew claims "if the customer is in my configured TradePending range, I'll give them that number sight unseen. If there is a big problem with the car, karma will get them back later." Prestige has yet to be burned on this practice to dent the overall success.

"Our valuation methodology was built from the local retail market opportunity to give dealer's configurability and confidence in our trade-in numbers. We intentionally designed our report to share more information with the consumer vs. just a single number to a) not box a dealer in at the wrong point in a deal and b) build confidence with the end consumer through simple transparency. Weaving our technology with FRIKINtech's process is a winning formula for innovative dealers like Prestige Volvo."



BRICE ENGLERT, CEO & FOUNDER

TRADEPENDING

www.tradepending.com 



FRIKTIONLESS SHOWROOM

VEHICLE DELIVERIES

Prestige Volvo aggressively adopted a new Remote Sales and Servicing model because of COVID19. Car dealers are discovering there are many more new aspects to this automotive sales game than there used to be; negotiating price and payment earlier in the sales process via tools on the car dealer's website like illumiQUOTE, trying to appraise a trade that is not on-site, getting paperwork completed when the customer is not sitting in front of you, and, even more challenging, the logistics of bringing the tangible part of the experience to the customer. Things like facilitating remote test drives, service pick-up and delivery, and home delivery of vehicles.

DRAIVER partnered with Matthew Haiken at Prestige Volvo to help his team with this piece of the puzzle. Through our DRAIVER platform, Matthew's team may simply request a vehicle be picked up or delivered to an address and our network of drivers show up on demand to complete the job.

Whether it's a service vehicle, a remote test drive, or transporting a new vehicle to the customer's home or office and picking up the trade, we handle it for them.

Some days they need us to move 4 or 5 vehicles and some days they don't need us to move any; they only pay for the services as needed, which allows them to scale without upfront investments in flat-bed trucks and additional staff.



ANTHONY MONTEIRO,
PRESIDENT OF AUTOMOTIVE RETAIL

DRAIVER

www.draiver.com



FRIKTIONLESS SHOWROOM



DIGITAL RETAIL

Matthew moves fast, takes risks, and allows people to make mistakes. He is a leader.

He also understands technology and educates himself on what it does before rolling it out to his team. Because he has always done this, his people know he has vetted it and is not just pushing some new thing on them they have to figure out.

The combination of those two practices make him much more successful and respected.

Matthew showed **us** that illumiQUOTE could be a showroom tool when FRIKINtech was previously focused on lead engagement. He helped us learn that providing customers the same numbers on the dealer's website, in lead response, over the phone, in text messages, and on the floor creates more trust, higher gross, and less aggravation for everyone.



ALEX SNYDER, CEO & CO-FOUNDER



www.frikintech.com 



FINAL WORD



JENNIFER SUZUKI, PRESIDENT



Matthew Haiken's desire to build a sales department focused on the customer's wants instead of the dealership's profit was genuinely shocking to me.

He is not hung-up on analytics before delivering a positive customer experience. Matthew told me, "If you meet the customer where they want to be met and make buying a car easy, then business will keep coming in."

By embracing modern technology, the team at Prestige Volvo is totally flipping the sales process around.

With fewer salespeople, more emphasis on digital retail and payment presentations, and a willingness to deliver a vehicle basically ANYWHERE, they've produced greater sales volume and higher profit with less staff, and lower expenses.

Incredible!

www.edealersolution.com 

