

MASTERMIND MAKES WILLIAMS HONDA A BELIEVER

○ SUMMARY:

Brad Lister, General Manager of Williams Honda in Elmira, NY, was intrigued by what he learned about automotiveMastermind (Mastermind) when he saw a demo at an NADA conference. Initially, he thought the cost was too high for his budget, but in early 2018, Lister realized he needed help to reach the store's tall sales goals. Within minutes of his staff's initial training session with Mastermind, Lister knew that his dealership was going to see an immediate impact to their bottom line with this solution in place.

○ ABOUT WILLIAMS HONDA

Williams Honda is a member of the Williams Auto Group, which operates two dealerships in Upstate New York and four just over the border in Pennsylvania.

○ THE CHALLENGE:

In early 2018, GM Lister realized that he was facing a challenging year with limited-to-no corporate incentives for moving the flagship Honda Accord and CRV models.

○ THE SOLUTION:

Partnering with Mastermind provides insight into which prospects are most likely to buy, and the reasons why. Its exclusive technology leverages the information with proven tools to boost sales, customer satisfaction, loyalty, and referrals. Mastermind is the only company that analyzes Big Data and thousands of other data points, including the dealership's own 7 years of DMS data. The sales team gets easy access to timely, personalized information and vital talking points for opening conversations and closing deals.

Lister is thrilled with his Dealer Relations Manager Ian Grace. He visits the store every month, training, assisting, and motivating the team as though he worked for Honda himself. "Ian gets his hands dirty," says Lister. "He knows the business, makes calls, coaches the staff and helps with the word tracks. I'd hire him in a heartbeat!"

THE RESULT: WILLIAMS HONDA WAS SELLING....

- ...**60-90** vehicles a month. In July 2018, sales hit **106**-- the **best month** in years was **completely attributed** to the implementation and adoption of **Mastermind**.
- Lister believes that **without Mastermind**, month over month volume would have **declined**.
- All sales consultants use Mastermind **every day**; General Sales Manager Nayel Ashkar studies it **every morning** and it has become the **primary focus** in weekly sales meetings.
- Sales consultants believe it is easier to converse with customers using **built-in talk tracks**, which is vital because the dealership does not have a BDC.
- Lister credits **serviceMastermind** with an incremental **7-8% new car sales**.
- **BOTTOM LINE:** The dealership moved up to **#2** in the district – it's **highest** ranking in 4 years – and salespeople are energized because they are **earning** more money with Mastermind!



Brad Lister
General Manager
Williams Honda

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