

WILLIAMS TOYOTA OF SAYRE SEES A 62% SALES JUMP

◉ SUMMARY:

Jim Lister is the General Manager of Williams Toyota of Sayre in Pennsylvania. His brother, a GM at a sister-dealership, had been on the automotiveMastermind (Mastermind) platform for 8 months and raved about the partnership. Jim signed on as a dealer partner in July 2018. The partnership began to pay off quickly – and exceeded expectations.

◉ ABOUT WILLIAMS TOYOTA OF SAYRE:

Williams Toyota of Sayre 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:

Management was consistently looking for ways to make it easier for customers to get all the available information they needed so they could spend less time researching and more time driving new cars.

◉ THE SOLUTION:

Partnering with Mastermind gave Williams Toyota of Sayre the exclusive technology and tools to target customers with personalized information, so they don't have to do the research on their own. The Predictive Marketing Campaigns tailor meaningful messaging to individual sales prospects: emails have scored a 45% open rate, and a 70% click-to-open (vs. 3.7% CTO industry average!)

With Mastermind, salespeople have the authority and consultative tools to close deals and streamline the selling process, which enhances the customer experience and builds loyalty.

serviceMastermind allows the dealership to conquest business from the majority of service customers who bought their cars elsewhere. The dealership places large signs in the service area that list hot prospects with BPS scores of 85+; service reps who walk customers over to the assigned sales consultants receive bonuses.

Support from Dealer Relations Manager, Ian Grace, has impressed Lister. Grace visited the store 4x in the first two months to ensure that the team was up to speed and leveraging the product to its fullest. **“I have never seen service like this from any vendor,”** says Lister, who loves that Grace is a car guy and “gets it.”

THE RESULT: GM LISTER SAYS...

- The small dealership had been averaging **40** new car sales a month. In the first month, **64** sales were **attributed to Mastermind**, the most ever in a single month. In month two, **59** sales. The top salesperson, who was averaging **20** cars a month, closed **32** deals **with Mastermind!**
- Lister has never seen so many customers **arriving** with marketing campaigns **in-hand**.
- The Mastermind dashboard is incorporated into weekly sales meetings.
- **100%** of sales personnel are enthusiastically leveraging the technology **every day** for both sales and service. They are seeing **results**, getting out of their comfort zones, and calling customers using **talk tracks** built into the Mastermind dashboard.



Jim Lister
General Manager
Williams Toyota of Sayre

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