

Cars & Coffee

Casilyn Lund

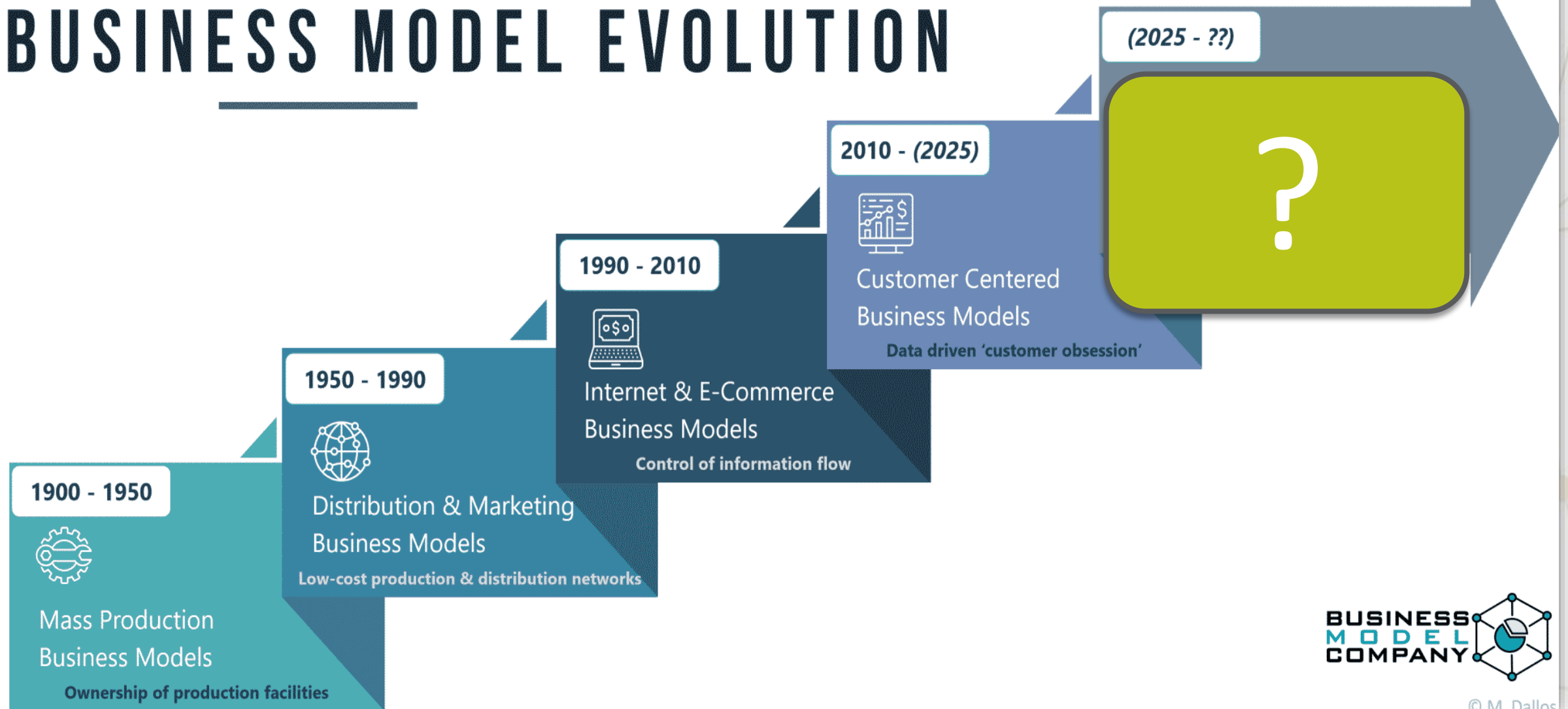
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BUSINESS MODEL EVOLUTION



Why Is This Discussion URGENT For My Dealership?

Business models are evolving. Are you looking for new ways to WIN?



According to the National Automobile Dealers Association (NADA), [56% of dealership leads](#) come in after hours. But only 37% of dealerships respond to these after-hours auto sales leads within 1 hour — in

Guess...?

Quick responses are key to higher sales.

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S&P Global
Mobility

According to the Vehicle Buyer Journey survey recently conducted by S&P Global Mobility, 56% of consumers in the US would be willing to wait more than one month for delivery of an **ordered vehicle**, and 30% would be willing to wait more than three months. The percentages skew higher for those looking to buy a luxury-branded model.

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Mobility

The S&P Global Mobility survey also found consumers are desiring more of the purchase process to be handled online, compared to results from a similar survey taken in mid-2020 of consumers who had purchased vehicles during the pandemic lockdown.

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S&P Global
Mobility

"We have seen that COVID-19 has changed consumer behavior. The key is what the lasting changes will be," said Treffen White, director of consulting for S&P Global Mobility. "The dealer network of the past is not necessarily the network the industry will need for the future. Having the right digital tools will be more important than the size or appearance of the showroom. And this will impact how OEMs plan their physical locations for dealerships."

Let's Hear from the Customer

Customer States:

“Look, I’m not trying to babysit grown men — but I’ve got to start tightening this up. Trucks are running all over the map, fuel’s out of control, and if somebody gets in an accident, I need to know I did everything I could to protect the business.”

Customer States:

“Half the time I don’t even know where my trucks are. I’m just hoping everybody’s where they’re supposed to be — but I’m blind out there. If a customer calls asking where their delivery is, I’ve got to call the driver and hope they answer. It’s a guessing game — and that’s costing me time and money.”



Let's Hear from the Customer

Customer States:

“My fleet manager monitors spending by looking at receipts.”

Customer States:

“I just buy a new vehicle when I start to see rust. That's usually an indicator things are going downhill.”

Customer States:

“The Tariffs are my main concern.”



Talk About the Fleet Analysis



Key Benefits

- Completely complimentary
- Actionable insights
- Identifies cost savings
- Minimal input required
- Tailored recommendations

Effective Approach

“We take the simple information about your fleet. We analyze it. And it tells us a story about how much you are spending currently and how much you should be spending, compared with national averages.”

*“It’ll give us a 5-year plan- that way you are not making **reactionary decisions** when something goes wrong, like a vehicle breaking down.”*

**Focus on what you KNOW rather than SCRIPTS –
Clients care about business benefits, not technical details.**

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Explaining the Fleet Analysis Value

Cost Streamlining

"Analyzes fleet to streamline costs and optimize efficiency"

Identifies overspending on acquisition, maintenance, fuel

Current Snapshot

"Provides snapshot of budgetary items"

Clarity on where fleet dollars are going

Future Planning

"Offers 5-year projection and strategy"

Creates sustainable long-term approach