RETAILPER4MANCE™

DEALER CASE STUDY

Revitalizing Used Car Sales with Data-Driven Insights

How Data-Driven Strategies Turned Underperforming Used Car Sales into a Success

URBAN SCIENCE.

The Situation

Overcoming Competitive Pressures and Market Fluctuations in Used Car Sales.

A major automotive dealer sought to boost sales effectiveness by focusing on underperforming used car sales, which were weakening the dealership's financial health by reducing high-margin profits, limiting customer foot traffic, and creating aging inventory that tied up capital and led to depreciation. Intensifying competition and a shift toward online vehicle purchasing, demands that dealerships enhance their inventory management and sales strategies. To thrive, the dealer realized they must remain agile and respond rapidly to changing market dynamics and consumer needs. And despite efforts, the dealer's lack of insight into pre-owned lead management and traffic blocked informed decisions, jeopardizing future success.

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The Solution

Powered by industry-exclusive daily sales* data and expert analysis through RetailPer4mance, the dealer unlocked the full picture of their pre-owned lead process and uncovered critical insights into market trends and customer behavior, providing a compelling opportunity for them to redefine their approach to used car sales.

Sales refers to vehicle unit sales and does not represent vehicle price or revenue.

The Action

Based on RetailPer4mance insights the dealer implemented two key strategic actions to optimize inventory selection and tailor sales approaches:

1 **Enhanced follow up strategy**
Sales team integrated alternate vehicle and new car options into their pre-owned follow-up strategy to broaden their appeal and better serve diverse customer needs.

2 **Enriched, data-driven sales discussions**
Sales manager incorporated RetailPer4mance data reports into one-on-one meetings to more effectively train and educate the sales team on used vehicle sales opportunities and strategies.

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Results

Astounding dealership performance improvement in just one month—boosting both used and new vehicle sales with immediate and lasting results.

+52ᵖᵖ

Jump in sales effectiveness

First Month

+10ᵖᵖ

Avg. sales effectivness growth

Following 4 Months

169%

Sales effectiveness reached over five consecutive months of engagement

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The Conclusion

By leveraging insights and implementing data-driven strategies from RetailPer4mance, the dealer successfully transformed their underperforming used car sales into a significant profit engine, optimizing inventory management and enhancing their sales approach. This remarkable increase in sales effectiveness underscores the power of informed decision-making in navigating a competitive landscape, highlighting how strategic agility can drive sustainable growth and profitability.

Unlock your dealership potential with industry-leading insights from RetailPer4mance to optimize dealership operations and drive market share.

Put the power of science on your side.

Since our founding over four decades ago, Urban Science has continued to enhance our proven, scientific approach to optimizing sales performance. It's an approach that stays ahead of the technological curve and continues to be the industry standard.

Learn more at:

Urbanscience.com/retailper4mance