

DEALER GROUP CASE STUDY

Dealer group reports DealerRater Certified salespeople sell 20% more vehicles

Drive sales with the power of personal reviews

In a recent study, a major US dealer group utilizing DealerRater Connections found the salespeople who had 100+ reviews through DealerRater sold 6 more vehicles per month compared to their salespeople with fewer than 10 reviews.¹





I receive about
10 Salesperson
Connect leads a
month. These close
at a much higher
rate than other
leads, as consumers
are immediately
more comfortable
with me and the
initial barrier is down.

Dealership Client Adviser

Sources

 Metrics based on 1600 salespeople from 100 dealerships within a dealer group from various markets across the U.S. between January 2018 - June 2018, in addition to DealerRater review count data as of June 2018.



DealerRaterConnections

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Empower and retain your best salespeople.

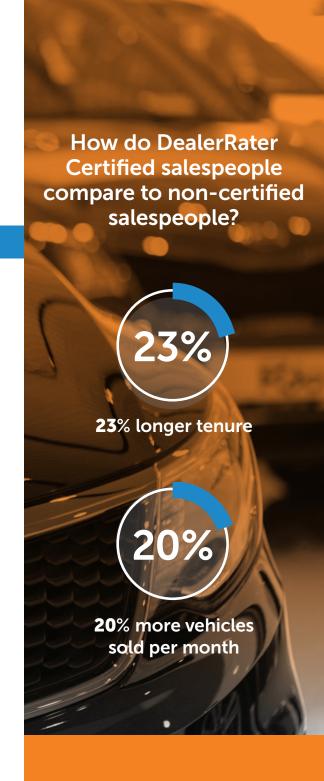
DealerRater is the only reviews platform that showcases your top-rated salespeople and unlocks the ability to be selected by consumers when sending leads through Salesperson ConnectTM.

This motivates employees to earn reviews for your dealership and be more invested in their place of work. Data has shown that salespeople who embrace reviews² sell 20% more vehicles per month and stay at their current dealership 23% longer.¹



Sources

- Metrics based on 1600 salespeople from 100 dealerships within a dealer group from various markets across the U.S. between January 2018 - June 2018, in addition to DealerRater review count data as of June 2018.
- 2. "Embrace reviews" means they have a 4.8+ rating, 10+ reviews, at least one review in last 30 days.



Study of a dealer group's sales data over a six-month period revealed DealerRater Certified salespeople outsell their peers and have longer tenure.