

## Saturn of Regina – A Study of Success!



### ***Saturn of Regina -- how they use GPS***

Saturn of Regina offers a great example of how a dealership can really benefit when processes and technology are combined effectively. The following is a “day in the life” of one of Canada’s top Saturn dealerships use of Quantech GPS.

Shannon, the receptionist, enters email and other Internet “ups” into GPS as they come in, which in turn go to the sales manager. The sales manager assesses each lead and allocates them to sales staff. Walk-ins as well as phone-ups are entered by sales staff using custom GPS sales entry slips. Information gathered on the slips is entered into GPS later on in the day by each sales team member. Sales staff tell us they love how GPS alerts them instantly when another sales person is already working with a prospect – disputes over customer ownership have been reduced to zero. At the end of each day, a New Opportunities report is created and automatically sent to an Eastern call centre tasked with following up on the service they’ve received from sales staff in the dealership. Results of these calls are sitting on Saturn management’s desk the next day. Sales staff know if they don’t follow up on their leads quickly they’ll be asked why.

Without exception, sales staff told me they find GPS quick and easy-to use – all they have to do is open it and GPS tells them their day’s tasks. In fact, it’s so helpful that several sales staff have purchased their own laptops. Staff communicate professionally with prospects they obtain email addresses from using the email templates that are included with GPS. They also use GPS for their trades – and even though the trade appraisal tools in GPS aren’t as slick or feature-rich as other products, they’re happy because there’s less data entry. And, it goes without saying that management is happy about reducing quarterly expenses by \$1300 now that they don’t need their old trade appraisal tools.

After some fine-tuning to the schedule of auto-generated after sale follow-ups, Saturn of Regina staff are now turning one-time customers and prospects into lifetime customers. For lost sales, they’ve set up GPS to create three follow up tasks at intervals of one week, one year and 20 months; for customers that did purchase, the schedule of calls is, one day, one week, one month, and then every six months after the sales date.

As a sales manager myself, I was very impressed to see how Saturn of Regina's management team has integrated GPS into their sales management processes. They're very informed and involved in every sale and hold each sales person accountable for all of their sales related tasks.

The screenshot shows the 'Home - Salesperson' window in the GPS software. It features several tabs: 'My Opp. Tasks', 'My CRM Tasks', 'Lost Opp. Reviews', 'Opp. Aging', and 'Email Templates'. There are also buttons for 'New Task' and 'New Opportunity'. The main content area is divided into three sections:

- Overdue Tasks:** A table with columns 'Due', 'Opportunity', 'Subject', 'Action', and 'P'. It shows one task due on 02-Nov-09 for 'BANHAM, JOHN' with the subject 'Next Contact: Make appointment to get wife into the dealership' and action 'Phone m'.
- Today's Tasks:** A table with columns 'Due', 'Opportunity', 'Subject', 'Action', and 'P'. It shows three tasks for today:
  - 7:28 AM: 'Marshall, Dell' with subject 'Next Contact: Final call' and action 'Phone I'.
  - 7:29 AM: 'PARKIN, STEVEN' with subject 'Next Contact: Lets get the trade appraised NOW!' and action 'Phone h'.
  - 7:31 AM: 'DOEGE, RAYMOND' with subject 'Next Contact: Set up appointment for demo drive' and action 'Phone m'.
- Future Tasks:** A table with columns 'Due', 'Opportunity', 'Subject', 'Action', and 'P'. It shows three tasks:
  - 05-Nov-09: 'ROBERTS, JOHN' with subject 'Next Contact: Contact John - make appointment to show vehicle to him and wife Judy' and action 'Phone m'.
  - 05-Nov-09: 'ARCHIBALD, CYRIL' with subject 'Next Contact: Call to discuss potential trade' and action 'Phone m'.
  - 05-Nov-09: (unlabeled) with subject 'Next Contact: Call Judy. Is she serious about buying?' and action 'Phone I'.

Below the screenshot, a text box states: "The Daily Task window in GPS keeps sales staff focused on what needs to be done every day."

Daily, managers print an Overdue task list and personally discuss tasks that weren't done with each staff member. Sales managers also use the Review Lost Opportunities section in GPS to review every opportunity that sales staff set to Lost. You'll find very little lead cherry picking at Saturn of Regina. Saturn uses the GPS goal section to keep everyone informed as to the daily progression toward each person's monthly target.

Saturn uses GPS Alerts to maximize the profitability of every trade they bring into the dealership. They're notified immediately every time a new trade is entered into the GPS Trade tools allowing management to "yeah or nay" trades very early in the sales process.

GPS helps Saturn management make key inventory, marketing, and coaching decisions. They receive daily reports via email showing all new opportunities from the previous day; on a weekly basis, management gets reports showing how many opportunities were lost, sold and still active. And now that sales staff enter demographic information on every prospect into GPS, management is making better inventory and advertising decisions.

It's very apparent to me that Saturn of Regina have combined solid management practices with powerful sales management and CRM tools in GPS to succeed in this very challenging market we're in right now.