

BUILDING A FOUNDATION OF SALES SUCCESS WITH CRM CUSTOMIZATION AND PARTNERSHIP

Case Study: Corwin Automotive Group

For Corwin Automotive Group, a 12-store group headquartered in Fargo, North Dakota, a reliable, intuitive CRM is core to sales success.

The group chose to implement VinSolutions Connect CRM across all their stores several years ago, and they intend to continue using the tool because of several key features:

- CRM process customization
- Personalized, intuitive reporting dashboards
- Dedicated Performance Management consultation
- Intuitive user interface

Bringing Simplicity and Customization Together

Corwin Automotive Group appreciates the simplicity that Connect CRM offers its team members. Its straightforward interface makes it easy for new sales reps to get started on tasks, from day one. And, with convenient reporting features and dashboards, managers can see how every salesperson is performing and the areas where each may need a little extra help.

But these features only scratch the surface of what Connect CRM is capable of, and Corwin Automotive Group has customized the technology to meet the changing needs and preferences of its salespeople and customers.

“Connect CRM is the main source of information for customer follow-ups, which is the most important element of making sales,” said Jessie Holland, corporate trainer and recruiter for Corwin Automotive Group. “We literally reinvented the CRM processes. We went in and customized everything in Connect CRM the way we felt was best for Corwin customers.”



These customizations include setting processes for personalizing communications, inputting information, and following up with customers. They have made an already easy-to-use CRM even more intuitive and custom-tailored to the exact way the auto group likes to do business.

“It’s just so simple for salespeople to know exactly how they should follow up, whether they’ve been here two days or 20 years,” Jessie said. “We work less to have more beneficial communication with our customers.”

“Connect CRM creates the urgency needed to sell more cars and be more profitable.”

— Jessie Holland
Trainer and Recruiter, Corwin Automotive Group

Growing Leaps and Bounds with the Help of a Performance Manager

Even with this level of customization, the Corwin Automotive Group is constantly learning new things about Connect CRM, thanks to the expertise and dedication of its VinSolutions Performance Manager. Through regular meetings with managers and training staff, the auto group's Performance Manager answers questions, helps the team explore new Connect CRM features, and finds new ways to leverage the technology to sell more cars. He has become an invaluable asset to the auto group's success.

"Our Performance Manager is just amazing," Jessie said. "Anything we need, he'll literally block out an hour and walk me through something and show me how to do it, so I can then do it on my own. We have discovered so much more of what Connect CRM is capable of. We've really started to learn how to use it so it suits us."

"We've grown leaps and bounds because we have a personal interaction with our Performance Manager," Jessie added. "I can pick up the phone and call him anytime, and I feel like he's just another co-worker."

Corwin Automotive Group's Performance Manager has helped the dealership maximize CRM utilization by guiding them in customizing coaching dashboards, updating processes, and providing valuable training opportunities to help every team member grow.

"Our Performance Manager has really been consistent and shown us everything Connect CRM can do," Jessie said. "I haven't even thought about researching another CRM since he's been our Performance Manager. Every time I talk to him, I learn something new and I pass that along to the rest of the team."



Conclusion

At the end of the day, Connect CRM helps the Corwin Automotive Group sell more cars. With a Performance Manager making sure the team understands all that Connect CRM can do, the partnership between VinSolutions and Corwin Automotive Group has helped the group become more profitable.

"There's no doubt that we sell more vehicles with Connect CRM," Jessie said. "With the consistent follow up and professionalism that it helps bring to our sales team, VinSolutions is clearly working in our favor. Connect CRM creates the urgency needed to sell more cars and be more profitable."

Corwin Automotive Group's Favorite Connect CRM Features:

- Customized reporting dashboard
- Performance Management
- Connect Mobile app
- Connect Texting

Learn how your dealership can drive success with
Connect CRM at [VinSolutions.com](https://www.vinsolutions.com).