

CM*Success!*

A publication of Customer Management Systems
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PLEASE ROUTE TO:

- Dealer Principal
- General Manager
- Sales Manager
- F&I Manager
- Service Manager

Volume 15 • Issue 2

CUSTOMER MANAGEMENT SYSTEMS™

CONNEX™

SEPTEMBER 2008

MESSAGE FROM THE PRESIDENT

Tough markets demand creative solutions. We are ready to work with your automotive team to offer new solutions that will bring traffic into your showroom or service department. While some stores pull back on marketing campaigns in difficult times, industry leaders know this is the time to double your effort to maintain a loyal base of customers and to find those neglected by other dealerships.

You will read about the enhancements now available in our flagship CRM product, *CRcontact*. We now offer email and premium print pieces, in addition to standard letters, to reach your current customers — and you always have the option of customizing your messages. In September, we will also introduce a new prospect offering, *CMprospect*, to reach potential buyers through a timed print, email or premium

print piece, or by phone.

We have solutions for your customer and prospects for new cars and service, but we are more than providing these point solutions. We want to be your partner and work with you and your sales team to design and help manage any program to reach new customers and bring back those past customers. Allow our service specialists to explore the many ways we can help you through phone, Internet and print campaigns.

Get the experience we have from working with hundreds of dealerships. We also have a full set of technical and creative people at our fingertips to help you build programs that make sense for you. Now is the time to work harder and smarter. We are ready to work with you. ●

CMS HEADING TO ITALY

CMS is preparing to expand its business to Italy. The company's management had been contemplating this idea in recent years, as their familiarity with the market in Italy increased. On May 21-22 CMS exhibited at the Automotive Dealer Day 2008, an annual trade show held in Verona, Italy, to finalize the market acceptance for their services.

Participating at this event had a double purpose for CMS. For one, it was a great way to expose its solution to hundreds of Italian automobile dealership owners and management personnel. More importantly, it was also a way to interact with local automotive professionals and have an understanding of the Italian automotive market to determine if CMS solutions could offer the same benefits and level of satisfaction to Italian dealerships as they have in the US since its inception in 1984.

This was clearly understood by CMS personnel, as potential clients who sat in at the presentations given in the CMS booth during the two days demonstrated a great deal of interest in their solutions. The conclusion was that Italian dealerships are faced with similar problems as their American counterparts and will therefore greatly benefit from the solutions provided by CMS.

CMS is currently working on the next phase of the project, which involves personnel training and development of technology systems to deliver the products and services to new customers by early September. ●

INTRODUCING *CRcontact 7.1*

Customer Management Systems™ is proud to announce the launch of the next generation of software for our customers, *CRcontact 7.1*. This product increases the impact of your messages and types of communication by introducing email and premium print pieces for both prospects and current customers. Four communication packages that include letters, emails and/or premium postcards will be available for your selection.

Emails to your customers can be customized to include any link to your dealership's website, whether it's directing customers to your Service Department to schedule a service appointment, or to contact salespeople directly via email.

MyCMS, a personalized and password-protected webpage found on our website, CMS-DEALER.COM, will also be available. This will give you the ability to access, monitor and manage your products online. It will also allow you to track and initiate special requests, and view or print reports!

Data is updated in real time and all reports will reflect your current database. You'll be able to view or print the Alpha Last Name Report, the Vehicle Model Report, the Lease Expiration Report and the Date of Purchase Report. Repeat and Referral Reports and previous month's deliveries will also be available. To Do pages can also be printed for new salesmen or if you simply need a reprint.

MyNews will keep you informed of the latest news for your dealership and update you on new or special letter campaigns on a regular basis.

Your CMS service representative will soon be in touch to cover in detail all of the exciting features of this dynamic product enhancement. ●

SIGN UP FOR A PILOT PROGRAM FOR PROSPECTS!

Many of our customers have been asking for a product to help them track and follow up on prospects. We are very happy to announce that not only are we in active development of a prospect program, but we have a pilot program available right now!

CMprospect will be a web-based product with a choice of letters, emails, premium postcards and phone calls. You may also choose the timing of the communication pieces you select. Managers will be able to follow timely updates online on the use of communication pieces or phone calls.

The pilot program includes a custom-designed premium postcard and an email sent to your prospect the same day we receive the data and up to three phone calls over three days.

We have found that the follow-up phone calls made by CMS were very effective. The call is a brief survey of how the prospect was treated at your dealership and ends with a simple question: "What will it take to earn your business?" Prospective customers tend to be more at ease when they learn that we are not trying to close a deal.

Recently, we called a prospect while he was driving back to the dealership. During the last question, we learned that if the dealer would have come down in price, he would have bought the car he was interested in. We immediately relayed the information to the dealership, and when the prospect walked in, the salesperson knew exactly what it would take to close the deal.

Closing your prospects is fundamental. Let CMS help you improve your closing ratio and build your business. ●

DEALERSHIP HIGHLIGHT

GUNNER: HEART & SOUL OF PLAZA CHEVY IN CHILlicothe



Plaza Chevy Cadillac was owned by the McAllister Group from 1957 through 2007. In January 2007, the dealership was purchased by Richard Aidahan and has since been the number one Chevy Dealer in Chillicothe, OH.

The dealership serves the Greater Chillicothe area with Jennifer Thompson as General Manager, and Dan Turner as Sales Manager. Vince Campiniti heads up the Service Department while Anne Montgomery (daughter of the original McAllister Group owner) leads the office staff.

It is interesting to note that numerous employees have been with the dealership for the past 30 years, since the previous

ownership under the McAllister group.

Richard firmly believes in personalized service for each and every client. Anyone who enters the Plaza Chevy dealership is affectionately greeted by "Gunner," a labradoodle who has been the heart and soul of this place and everyone's favorite mascot in Chillicothe!

Turner says, "I highly recommend CMS. Their program is very helpful in building repeat and referral sales. The CMS Planner keeps the sales team focused and CMS provides excellent service."

The dealership is open six days a week and the last Sunday of every month. ●

CALL US AT 800-842-1820

At CMS, we are ready to help you design any customized solution for your clients. You have a variety of ways of communicating your special requests to us: by phone, email or through your sales or service representative by phone or email. However, if you have an immediate need, you can call 800-842-



1820 to speak to Jay Moore or Dominic Spitalieri, our dedicated Field Support Team, who can take care of all of your requests. You can also reach Jay and Dominic by email at JMOORE@PASCO-GROUP.COM and SPITALIERID@PASCO-GROUP.COM. ●