



Dealer Reporting Product Menu

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Recommended offer structure

The strongest dealership version of this offer is not "custom reporting."

It should be sold as a menu of operating visibility products tied to obvious dealership profit centers.

1. Owner / GM Morning Brief

Best for: - dealer principal - owner group - general manager

Includes: - units sold yesterday - front gross, back gross, total gross - appointments set / shown / sold - lead volume by source - service RO count and gross snapshot - finance or cash exceptions - top 3 action items for today

Why it sells: - easiest executive buy-in - replaces scattered morning reporting - immediate perceived value

2. Sales Performance Pack

Best for: - GM - GSM - BDC manager - internet director

Includes: - lead source mix - appointment set rate - show rate - close rate - sold units by source - cost per appointment - cost per sold unit - stale-lead / missed-follow-up exceptions - rep or team scoreboard

Why it sells: - directly tied to ad efficiency and sales conversion - exposes weak BDC discipline fast

3. Used Inventory and Pricing Pack

Best for: - used car manager - GM - owner

Includes: - 0 to 15 / 16 to 30 / 31 to 45 / 46+ day aging - stale inventory exceptions - no price-change units - recon bottleneck report - units with high shopper interest but no movement - cash-at-risk / floorplan drag view

Why it sells: - aged inventory is easy pain to understand - strong owner relevance - directly tied to capital efficiency

4. Fixed Ops Profit Pack

Best for: - fixed ops director - service manager - owner group

Includes: - RO count - ARO - labor gross - parts gross - effective labor rate - technician productivity / proficiency / efficiency - advisor performance - declined service recovery view - comeback watchlist

Why it sells: - fixed ops is recurring profit - often under-reported compared with sales - easy upsell from the owner brief

5. Luxury Service Concierge Pack

Best for: - luxury or high-touch stores - service director - service manager - owner group

Includes: - repair-status communication support - loaner / valet / convenience exception tracking - advisor follow-up quality monitoring - declined service recovery flow - owner retention communication support - premium guest-experience watchlist

Why it sells: - turns service into a stronger retention engine - fits stores that compete on customer experience, not just price - creates a highly visible owner-quality improvement layer

6. Finance and Back-End Pack

Best for: - GM - finance director - dealer principal

Includes: - back gross per deal - reserve, VSC, GAP, and aftermarket penetration - lender mix - funding delays - missing stips / CIT watchlist - chargeback exposure - finance manager scoreboard

Why it sells: - pure margin view - highly actionable - strong fit for exception-based reporting

7. Marketing Accountability Pack

Best for: - GM - internet director - marketing lead - owner

Includes: - spend by source - leads by source - appointments by source - sales by source - cost per appointment - cost per sale - wasted spend flags - source quality ranking

Why it sells: - easy to connect to money - helps control ad waste - strong bridge between marketing and sales accountability

8. Reputation, Retention, and Review Recovery Pack

Best for: - GM - service manager - owner group

Includes: - new reviews - low-star alerts - unresolved complaint watchlist - CSI trend - service retention risk list - overdue maintenance / lost-service customer view - owner retention / win-back prompts - review response and recovery support

Why it sells: - protects future revenue, not just current month reporting - gives management a fast intervention list - ties reputation and retention to measurable service and sales outcomes

Best first bundle to sell

If starting narrow, sell this first:

Dealer Executive Core

- Owner / GM Morning Brief
- Sales Performance Pack
- Used Inventory and Pricing Pack

Why this should be first: - strongest perceived value - cleanest owner logic - easiest to demo - fastest path to upsell service and finance later

Good upsell path

Phase 1: - executive brief - sales funnel - inventory exceptions

Phase 2: - service lane report - luxury service concierge pack - finance and back-end pack

Phase 3: - marketing accountability - reputation, retention, and review recovery pack

Sales note

The clean pitch is:

We install a reporting system that gives dealership ownership and management a daily operating read on sales, inventory, service, and finance without relying on someone to manually stitch it together every day.