

On the Record

John Pitre On Making Business Better

“Our Repeat And Referral Business Has Increased To 68%.”

John Pitre

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“Our success in bringing customers back for their next vehicle purchase is because we consistently add value to our customer relationships. By providing our sales staff with better customer information and measuring the results of their activities using Contact Management, our customer interactions are more meaningful and professional. We target the right messages and follow-up to the right customers, reducing marketing costs and dramatically increasing sales efficiency.”

**MAKING
BUSINESS
BETTER.**

JOHN PITRE, EXECUTIVE GENERAL MANAGER
Motor City Auto Center, Bakersfield, California



Be the Boss. Demand Reynolds.

To hear more about Motor City Auto Center, visit
www.reyrey.com/MakingBusinessBetter

To contact Reynolds please call **1.888.853.2617**

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