



Build Better Customer Relationships

CRM Solutions

U.S. and Canada

Improve the profitability of each customer interaction and transaction using professional, consistent customer communications with the help of Reynolds BDC Implementation Services for sales and service.

A Structured Approach

The key to success in today's new marketplace, where car buyers utilize the Internet throughout their dealership experience, is consistent, targeted contact with customers and prospects. Reynolds Consultants help you develop a strategy and implement a successful BDC with inbound and outbound communication timelines and parameters specifically designed for your dealership.

Excellent Results

Reynolds BDC Consultants help you organize your current customer relationship management (CRM) and Web-based communication tools into a single, strategic way of interacting with your customers that leads to positive long-term results in your dealership.

- Increase closing ratios on Internet leads and vehicles sold through unsold follow-up.
- Increase the number of sales appointments from inbound sales calls.
- Reduce advertising costs by targeting existing customers.
- Raise customer satisfaction scores.
- Improve owner retention through targeted sold vehicle follow-up.
- Increase the number of appointments that show for service.
- Reduce the amount of unclaimed special order parts.

Rely on a Trusted Partner

- Reynolds BDC Consultants have more than a decade of experience successfully implementing and helping dealers sustain their BDCs. With an average 12+ years dealership and 12+ years Reynolds experience, our knowledge and skills are tailored to your needs, so that your BDC is perfectly suited to your business.
- Mercedes-Benz USA recognizes Reynolds as a premier provider of BDC technology and installation services for their dealerships with a Reynolds CRM system.
- Ford Motor Company selected Reynolds as their sole partner for implementing BDCs in all Ford and Lincoln-Mercury dealerships whether the dealerships use ERA[®], POWER, or any other dealership management system (DMS).

Business Development Center (BDC)
Implementation Services

Reynolds Consultants can help you implement a successful BDC in sales and service.

Complete this chart with your dealership sales numbers to see what additional vehicle sales can be generated with the help of Reynolds BDC Implementation Services.

Insert Average Month New & Used Vehicle Unit Sales	Potential Increase in Sales with BDC*	BDC Sales Lift (Multiply Column 1 x 2)	Insert Current Average Gross Including F&I	Additional Monthly Gross due to BDC Implementation (Multiply Column 3 x 4)

*Typical observed lift is 5-7%

Complete this chart with your dealership's service numbers to see what additional service sales could be generated with the help of Reynolds BDC Implementation Services.

Number of ROs Written per Month	Potential Increase in Sales with BDC*	BDC Sales Lift (Multiply Column 1 x 2)	Insert Current Average RO Dollars	Additional Monthly Gross due to BDC Implementation (Multiply Column 3 x 4)

*Typical observed lift is 5-7%

“Reynolds BDC Implementation Services developed a set of processes and procedures for our BDC that allows us to monitor its effectiveness. Due to these changes, we now gross over \$30,000 additional per month from outbound cold calls and our Internet sales now account for 28% of all vehicles that we sell.”

Tom R. Vosen, General Manager
Harbin Ford Lincoln-Mercury, Harbin Chevrolet
Scottsboro, AL

Let our qualified, professional team of callers handle your customer communication. Talk to us about our Virtual Customer Care Center service.

For more information on BDC Implementation Services, please call 866.850.8194 (option 2) or e-mail consulting@reyrey.com.



MAKING BUSINESS BETTER.