



SEVEN MUST-HAVE APPS FOR THE MODERN AUTOMOTIVE PROFESSIONAL

In the January and February issues of *AutoSuccess* magazine, I offered why you should build a personal brand, and then I covered strategies on *how* to build that personal brand. Well, I've decided to take a break and give you some time to get the foundation of your personal brand off the ground. For my next couple of articles, I am going to cover another of my favorite topics: smartphone and tablet applications.

With well over a *billion* smart phones and tablets circulating in just the United States alone, I'm pretty sure your showroom looks like mine, and most of the sales professionals (and the wannabe professionals) can't leave home without theirs. There are tons of apps available, and everyone has their favorites. I want to give you my list of what I think are the top apps for your smartphone or tablet that will not only make you more effective as an automotive professional, but also make you more money.

1. IntellaCar (iPad)

IntellaCar is the ultimate tool for today's showroom consultant. In order to get this killer tool in your hand, you must get your whole store on board (it's not set up for individual use), but once you tell your management about this app, I am confident they will jump on board and you will have access to this amazing tool.

IntellaCar has the power to make everyone and anyone a product-knowledge expert. You will have every spec, feature, option, trim and package available from your store's manufacturer at your fingertips. You will also have the ability to easily do comparisons of not just your brand's different trim levels, but also do side-by-side comparisons with your competition. That will help you overcome the old "we want to compare it to the X model from the X dealership." Whether you are in the showroom, on the lot or even on a road test, IntellaCar will assist in providing a unique shopping experience that keeps the customer engaged with up-to-date technology that the guy down the street did not have. Even during the delivery process, you will have access to awesome videos that show the customer how to

pair their phone with the bluetooth, use the navigation system or any other unique feature their new vehicle has. IntellaCar also gives you the ability to e-mail the customer those videos or other brochures in front of them before they leave. Talk about great service!

In this day and age, we all know the importance of being unique and providing an easy-buying experience. IntellaCar will make accomplishing that much easier, while building rapport faster and appearing totally transparent. Tell the decision maker in your store to check it out. It is awesome, and will sell you more cars and bring in high CSI.

2. Close The Sale App by Grant Cardone

Most of you I'm sure know who Grant Cardone is, and know he is all about "closing the deal." This app will help you accomplish just that. It is jam packed with more than 200 closes. There is information in this app to overcome literally any and every objection you could possibly hear. The app is user friendly and has all the closes broken down into different categories (by objection). Grant gives you material to be ready for them all— down payment, payment, product, need to talk to spouse, need to think about it and so on. Not only is each and every objection covered, they are each covered with multiple closes to overcome the objection. While everybody else is saying, "If I could, would you..." or, "What's it going to take to earn your business today," you will be strapped with many different and professional techniques to keep you in the close longer and not running back to your manager begging for more money and leaving your customer alone — which costs you credibility as well as money.

The Close The Sale app gives you information to handle any situation you will encounter in the close right at your fingertips. It's a no brainer. This app will give you the ability to train and study anywhere and any time.

3. Facebook/Twitter/YouTube/Instagram/Google+, etc.

I decided for obvious reasons to put all the social media apps into one slot. We all know by now how important a presence on social media is, and having these apps available to us wherever we go helps make building that presence much easier. From posting while you're at the dealership to connecting on these platforms with a customer who is sitting in front of you, there are multiple reasons why we need access to these tools, wherever we may be. The particulars of social media strategies are a whole area for a future article, but, for now, I am just going to assume we all know the importance of social media.

These apps will get you started, and next month, we'll go over some apps that will present you and your vehicles to the consumer via video. This is technology that was science fiction not that long ago, and now you have this technology, most likely literally, within arm's reach of you as you read this. We'll meet back here next month.

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