

# How to Optimize Your Used Car Sales

Used cars are key to a dealership's success & profitability. Although the higher margins are attractive, the vehicles are more difficult to sell -- often it's a non-franchise make, each vehicle is unique, and the salespeople have limited information. That's where IntellaCar comes in.

Kick your used car sales into high gear with these three benefits from IntellaCar:

1. **Customer Experience** - Create a Customer Experience that rivals new car expectations using an iPad. Show year-specific test drive videos and original OEM e-brochures that build excitement.
2. **Product Knowledge** - Facts at your fingertips help your sales team build customer confidence. Show features and specs, and show how your used vehicle compares to others under consideration.
3. **Inventory** - Shorten transaction time with instant inventory look-up. The sales team can quickly see what's available on your lot to match your customer's needs, check CARFAX reports, see Certified status and more.

Call today to see how IntellaCar can provide a streamlined, credible and professional customer experience for both your **USED** and your new vehicles.



Schedule a Demo Today!