

Use Technology to Sell Technology

Today's vehicles are more than just transportation - they are really "**Technology on Wheels.**" Each is packed with high tech features that can **differentiate and motivate the sale.**

Customers want to know what technology is in the vehicle and how it meets their needs. So **Sales Consultants are now selling technology** along with the wheels and trims. Yet some dealers still rely on old school, low tech sales approaches.

Leading dealerships address this by using IntellaCar's iPad technology in the selling process. **IntellaCar provides credibility and empowers the sales team** to take all aspects of sales to a new level, for example:

- Facilitate relationships/engage customers
- Answer questions/deliver information
- Follow up/get customers to YES

By **using technology to sell technology**, these dealerships are meeting customer expectations head on, and are truly **enhancing the customer experience.**

Click below to watch the video:



[Click here](#) to schedule a demo TODAY.

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