

Use Tech to Close More Deals

Technology has transformed the car-buying process -- but many dealerships struggle to create a sales process that improves the customer experience.

David Kain talks with Bruce Polkes and Jim Hughes, co-founders of IntellaCar, to discuss changing customer behavior and how IntellaCar dealers leverage its technology to close more sales.

Watch the highlights below to see:

- How iPads add credibility and professionalism to the buying experience
- How to better equip salespeople to meet and exceed customer expectations
- How to prevent showrooming by keeping customers engaged while reducing transaction time

[Contact us](#) today to schedule a demo.

To see the complete segment, visit <https://cbtnews.com/intellacar-digital-age/>



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