

# DealerRater Connections

## DEALER GROUP CASE STUDY

### Dealer group reports DealerRater Certified salespeople sell 20% more vehicles

#### Drive sales with the power of personal reviews

In a recent study, a major US dealer group utilizing DealerRater Connections found the **salespeople who had 100+ reviews through DealerRater sold 6 more vehicles per month** compared to their salespeople with fewer than 10 reviews.<sup>1</sup>


 CERTIFIED EMPLOYEE



**20%**  
More  
Vehicles

**Ken Smith**  
Sales Manager  
5.0 ★★★★★

[VIEW 120 REVIEWS](#)



**Sherry Yates**  
Sales  
4.1 ★★★★★

[VIEW 9 REVIEWS](#)

I receive about 10 Salesperson Connect leads a month. **These close at a much higher rate than other leads**, as consumers are immediately more comfortable with me and the initial barrier is down.

Dealership Client Adviser

#### Sources

1. Metrics based on 1600 salespeople from 100 dealerships within a dealer group from various markets across the U.S. between January 2018 - June 2018, in addition to DealerRater review count data as of June 2018.



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## DEALER GROUP CASE STUDY

### Empower and retain your best salespeople.

DealerRater is the **only reviews platform that showcases your top-rated salespeople and unlocks the ability to be selected by consumers** when sending leads through Salesperson Connect™.

This motivates employees to earn reviews for your dealership and be more invested in their place of work. Data has shown that salespeople who embrace reviews<sup>2</sup> **sell 20% more vehicles per month and stay at their current dealership 23% longer.**<sup>1</sup>



#### Sources

1. Metrics based on 1600 salespeople from 100 dealerships within a dealer group from various markets across the U.S. between January 2018 - June 2018, in addition to DealerRater review count data as of June 2018.
2. "Embrace reviews" means they have a 4.8+ rating, 10+ reviews, at least one review in last 30 days.

How do DealerRater  
Certified salespeople  
compare to non-certified  
salespeople?



23%

23% longer tenure



20%

20% more vehicles  
sold per month

Study of a dealer  
group's sales data over  
a six-month period  
revealed **DealerRater  
Certified salespeople  
outsell their peers and  
have longer tenure.**