

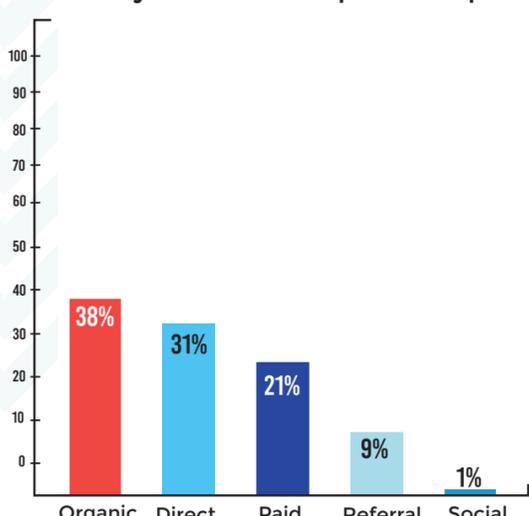
2019 AUTOMOTIVE SALES BENCHMARKS

Review your sales performance against these industry benchmarks to beat the competition and exceed your goals



AVERAGE SALES QUALIFIED LEADS BY CHANNEL

How does your dealership stack up?



14.1%

of sales-qualified leads did not make it into the CRM

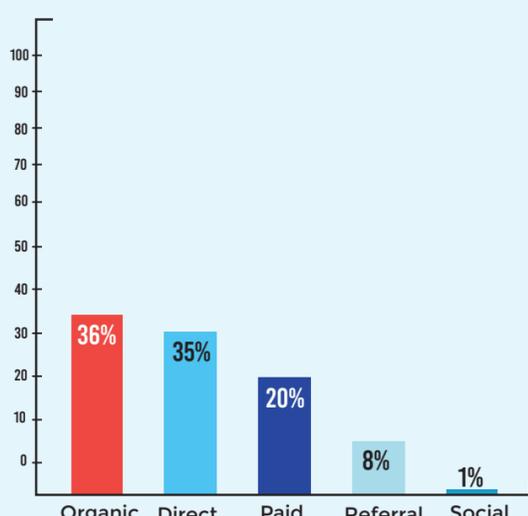
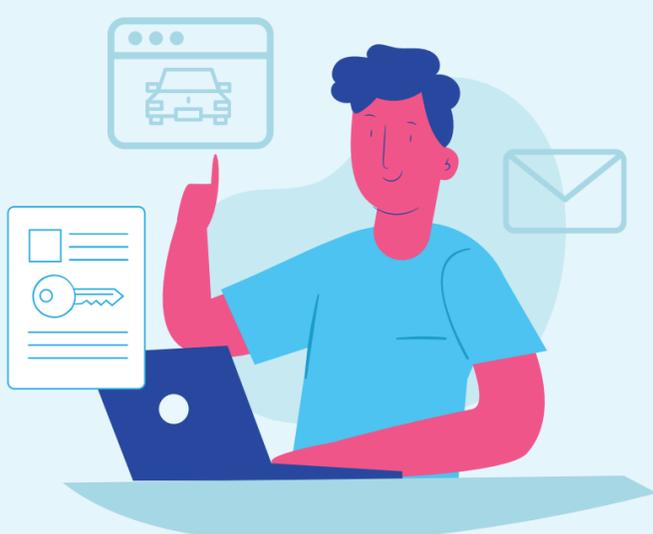
10.0%

of calls from sales-qualified leads were missed



AVERAGE SOLD LEADS BY CHANNEL

How is your dealership performing?



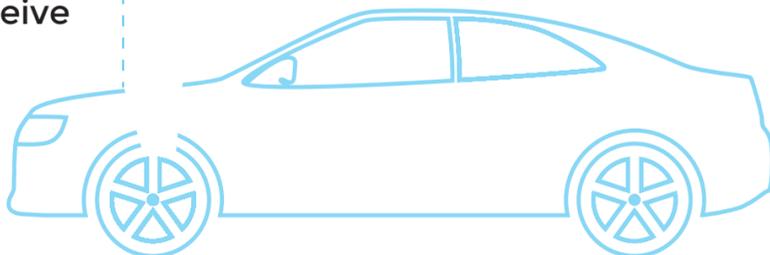
39.5%

of sales-qualified leads did not receive timely follow-up within 3 days



99.5 sec

average call wait time



AVERAGE CLOSE RATES BY DEALERSHIP SIZE



9.5% Luxury Dealers



10.7% Small Dealers
with less than 7,500 website sessions per month



11.6% Medium Dealers
with 7,501-15,000 website sessions per month



11.5% Large Dealers
with more than 15,001 website sessions per month

BEAT THESE BENCHMARKS

Consistently track these metrics to give your dealership an accurate pulse on the factors impacting your sales pipeline.

Evaluate Your Lead Generation

Not seeing quality leads from your marketing efforts? Increasing budget isn't the answer. Instead, use the benchmarks to move budget to channels delivering a higher % of quality leads

Fix Your Sales Process

Missed calls and unlogged leads are avoidable process issues. If your numbers are too high, consider adding BDC resources or invest in a sales safety net solution.

Empower Your Salespeople

When salespeople fail to follow-up or spend too much time on admin tasks, instead of selling, your dealership's close rate suffers. Find ways to automate mundane tasks, to get your team back on track.