



CASE STUDY



Michigan dealership increases close rate by 300% with Foureyes Tap

Milnes
CHRYSLER

Industry
Automotive

Location
Imlay City, Michigan

Solutions
Foureyes Tap

Overview

Milnes Chrysler Dodge Jeep Ram (CDJR) serves the greater Imlay City area in Michigan. In five short months working with Foureyes Tap, they completely turned around their sales process and increased their close rate by 300%.

Challenge

Milnes CDJR needed to sell more cars, but couldn't pinpoint the problem. They kept trying the "more leads, more sales" model to fix it, but their sales number wasn't budging no matter how many leads marketing delivered. Tap helped Milnes CDJR identify that the real source of the issue wasn't in the number of leads— it was in their follow-up process.

Solution

Tap spotted and supported sales process improvements by:

- Identifying that lead follow-up was the real source of the issue
- Supporting lead follow up with easy-to-follow Coffee Reports, sent daily to organize priorities, as well as manager visibility
- Adding unlogged sales activity in the CRM

Tap armed Milnes CDJR with data that clearly demonstrated that the “more leads, more sales” model wasn’t working and highlighted specific points in the sales process that needed to change. This led the new Car Sales Manager to use the visibility and accountability that Tap provided to create an improved follow-up procedure. This in turn gave the sales team a simple and intuitive process for following up with interested leads.

Results

In five months, the Milnes Chrysler sales process completely transformed. In fact, they were so convinced by the visibility Tap gave them into their sales opportunities and sales process that they added Tap to their sister dealership, Milnes Ford, and canceled their virtual BDC team.

 **70%**

increase in process
quality

 **300%**

increase in close rate

 **400%**

increase in cars sold



Foureyes Tap has helped CDJR sell more cars by seeing that leads are followed through.

Sherry Wood | Marketing Manager
Milnes CDJR and Milnes Ford

**Interested in
working with us?**



Foureyes Tap is the sales optimization system from Adpearance, Inc. located in Portland, Oregon. Tap translates website data into sales insights to improve close rates.

GET STARTED 



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