
S&P Global
Mobility

3 Steps to Accelerate Your Sales Cycle



In today's competitive automotive retail market, a seamless, data-informed sales cycle is essential for dealerships looking to attract and retain customers. Advanced data analytics are a key component needed for dealers to stay ahead of the competition and align with customer expectations and shopping behaviors.

With the right data, dealers can identify new marketplace opportunities; efficiently target the best customers and prospects; and provide fast, accurate payment options – leading to improved conversion rates and maximized profitability.

S&P Global Mobility finds that three actions – identifying market opportunities, targeting the right buyers, and closing more profitable deals – are key to leveraging data-fueled insights and gaining a competitive edge in selling more cars.

Here's how each of these steps can help accelerate your entire sales cycle.





1

Identify new sales opportunities

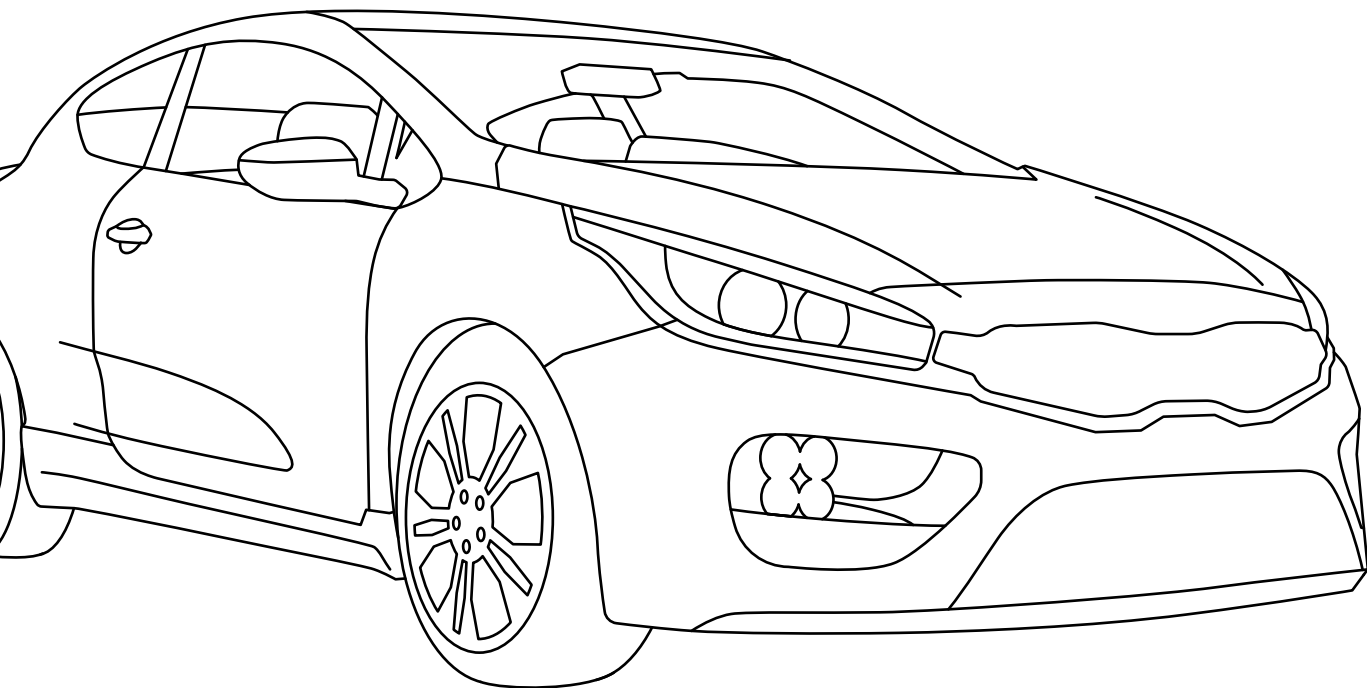
Discover ways to drive new and used vehicle sales by identifying marketplace trends that can translate into sales potential. Having a comprehensive view of what's selling in your market for the competitive set and same-make dealers strengthens your ability to turn opportunities into revenue.

Start by analyzing demand, market share, conquest/retention ratios and customer loyalty. This will allow you to generate sales strategies tailored to your specific market dynamics such as:

- Pinpointing which segments, models and nameplates are in high demand.
- Analyzing competitors who are gaining or losing market share.
- Spotting trends in vehicle migration, customer loyalty and defection.
- Learning about customer demographics and purchasing profiles.

Actionable intelligence to outpace competitors and grow market share

With Market Impact, from S&P Global Mobility, dealers can receive weekly reports tracking demand and market share to make informed decisions that increase your sales of both new and used vehicles. This comprehensive understanding of marketplace opportunities helps you stay ahead of competitors and tackle market challenges effectively.





2

Reach the in-market households that match your inventory

Once you've identified marketplace opportunities, the next step is aligning your strategy with your dealership's inventory. Building audience profiles is crucial, so consider factors like brand loyalty, in-market timing, and monthly payment options.

With nearly half of new car buyers switching brands, competition for customers is fierce. To retain existing customers and grow sales, dealerships should start with their first-party data. [Job one is to shop your own closet and find the best opportunities in your existing customer base.](#)

A few important ways to save money, minimize waste and create compelling offers are:

- **Verify Vehicle Ownership:** Check if the consumer still owns the vehicle you have on file.
- **Ensure Data Accuracy:** Fix any gaps in customer data, including addresses, emails, and phone numbers.
- **Develop Target Profiles:** Use your first-party data to create detailed audience profiles and reach new prospects.

Adjusting and optimizing your audience strategy based on current customer profiles allows you to efficiently target net-new customers and identify the best conquest opportunities from competitive dealers.

Reaching the right customers when they're ready to buy

Polk Auto Direct, from S&P Global Mobility, is a self-serve marketing platform that empowers dealers to seamlessly build, activate, and track campaigns that target the right buyers, getting better results from their investments.

Polk Auto Direct simplifies audience targeting by offering more than 1,000 segments, covering every profit center including:

- In-Market Shoppers
- Service Segments
- Financial Profiles/Monthly Payment
- Hybrid and EV Shoppers
- Trade-In and Used

Polk Auto Direct puts dealers in control, empowering them to select the segments that best match their business needs, providing performance reporting based in real-time sales so dealers can see sales lift and buy-through rates for themselves as well as lost sales to competitors.



3

**Close more
profitable deals**

The final step to accelerating your sales cycle is closing more profitable deals. By offering quick, accurate and transparent payment options across different lenders, you can reduce the time spent in a dealership, improving the customer experience by closing deals faster while ensuring profitability.

Every year, millions of dollars are lost to errors when desking a deal. Incorrect rates, misapplied incentives and missed rebates are the biggest reasons for walk aways, skinny deals and bad customer experiences.

Having the ability to provide accurate payment calculations allows you to offer the best options for your customers while maximizing your dealership's margins.

A streamlined process that quickly calculates the right customer payment can significantly reduce the time spent in the dealership and improve the overall customer experience. Plus, having dedicated support can help you navigate any challenges that arise.

Provide the best payment option for the customer quickly and accurately while maximizing dealer profitability

With mDesking, from Market Scan, dealers get instant, transparent payment options across nearly all lenders to close profitable deals fast. mDesking stops expensive desking errors and missed incentives and delivers flexible solutions tracking all necessary data classes to deliver accurate deals. Key features of mDesking include:

- Zip- code granularity
- Nearly all lenders, makes and models
- Inventory search by payment
- Best payment based on dealer criteria

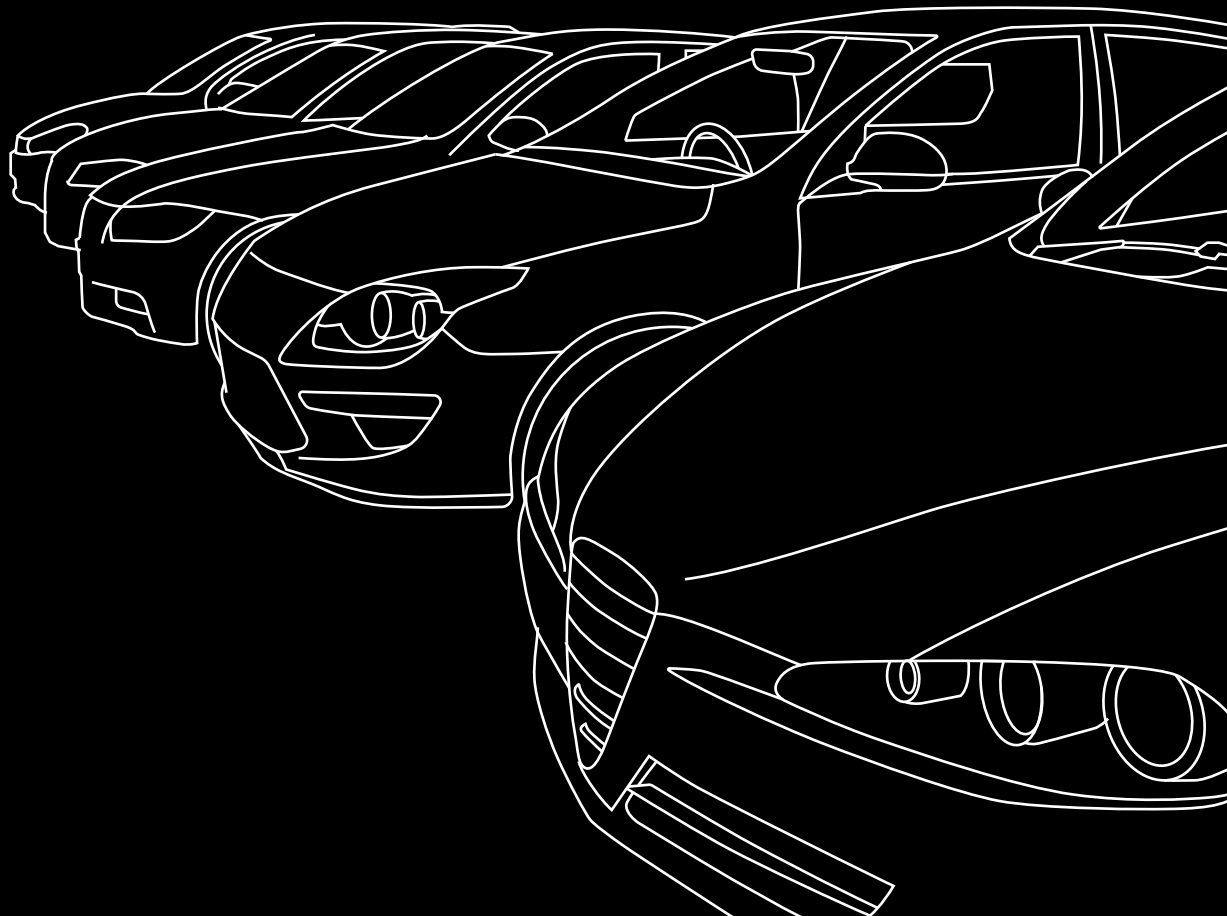
Data informed decisions

Successful sales cycles rely on a data-informed approach that spans the entire customer journey. By embracing actionable, data-driven insights, automotive dealers can identify new selling opportunities, effectively reach the right buyers for those opportunities and close deals more profitably. Implementing these strategies will not only enhance your sales cycle but also position your dealership for long-term success in a competitive market.

Demo These Solutions for Your Business

Want to see how these solutions work? Sign up today and our experts will walk you through them! We'll show you how to seamlessly integrate the most accurate industry data into your business so you can accelerate your sales today.

[Book a Demo >](#)

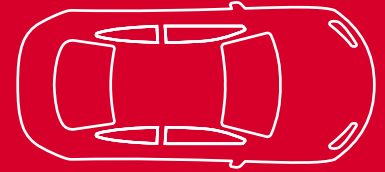


About S&P Global Mobility

S&P Global Mobility is the trusted leader of automotive intelligence. We provide the most comprehensive data spanning the entire automotive lifecycle—past, present and future—and the largest, most experienced team of analysts and data scientists to make sense of it all. With over 100 years of history, unmatched credentials, and the largest base of customers than any other provider, we are the industry benchmark for clients around the world, helping them make informed decisions to capitalize on opportunity and avoid risk.

S&P Global Mobility is a division of S&P Global (NYSE: SPGI). S&P Global is the world's foremost provider of credit ratings, benchmarks, analytics and workflow solutions in the global capital, commodity and automotive markets. With every one of our offerings, we help many of the world's leading organizations navigate the economic landscape so they can plan for tomorrow, today.

For more information, visit www.spglobal.com/mobility.



CONTACT US

The Americas
+18004472273

EMEA
+441344328300

Asia-Pacific
+6042913600

Japan
+81362621887

Copyright © 2024 by S&P Global Mobility, a division of S&P Global Inc. All rights reserved. No content, including by framing or similar means, may be reproduced or distributed without the prior written permission of S&P Global Mobility or its affiliates. The content is provided on an “as is” basis.

Disclaimer

These materials, including any software, data, processing technology, index data, ratings, credit-related analysis, research, model, software or other application or output described herein, or any part thereof (collectively the “Property”) constitute the proprietary and confidential information of S&P Global Inc its affiliates (each and together “S&P Global”) and/or its third party provider licensors. S&P Global on behalf of itself and its third-party licensors reserves all rights in and to the Property. These materials have been prepared solely for information purposes based upon information generally available to the public and from sources believed to be reliable.

Any copying, reproduction, reverse-engineering, modification, distribution, transmission or disclosure of the Property, in any form or by any means, is strictly prohibited without the prior written consent of S&P Global. The Property shall not be used for any unauthorized or unlawful purposes. S&P Global's opinions, statements, estimates, projections, quotes and credit-related and other analyses are statements of opinion as of the date they are expressed and not statements of fact or recommendations to purchase, hold, or sell any securities or to make any investment decisions, and do not address the suitability of any security, and there is no obligation on S&P Global to update the foregoing or any other element of the Property. S&P Global may provide index data. Direct investment in an index is not possible. Exposure to an asset class represented by an index is available through investable instruments based on that index. The Property and its composition and content are subject to change without notice.

THE PROPERTY IS PROVIDED ON AN “AS IS” BASIS. NEITHER S&P GLOBAL NOR ANY THIRD PARTY PROVIDERS (TOGETHER, “S&P GLOBAL PARTIES”) MAKE ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, FREEDOM FROM BUGS, SOFTWARE ERRORS OR DEFECTS, THAT THE PROPERTY'S FUNCTIONING WILL BE UNINTERRUPTED OR THAT THE PROPERTY WILL OPERATE IN ANY SOFTWARE OR HARDWARE CONFIGURATION, NOR ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO ITS ACCURACY, AVAILABILITY, COMPLETENESS OR TIMELINESS, OR TO THE RESULTS TO BE OBTAINED FROM THE USE OF THE PROPERTY. S&P GLOBAL PARTIES SHALL NOT IN ANY WAY BE LIABLE TO ANY RECIPIENT FOR ANY INACCURACIES, ERRORS OR OMISSIONS REGARDLESS OF THE CAUSE. Without limiting the foregoing, S&P Global Parties shall have no liability whatsoever to any recipient, whether in contract, in tort (including negligence), under warranty, under statute or otherwise, in respect of any loss or damage suffered by any recipient as a result of or in connection with the Property, or any course of action determined, by it or any third party, whether or not based on or relating to the Property. In no event shall S&P Global be liable to any party for any direct, indirect, incidental, exemplary, compensatory, punitive, special or consequential damages, costs, expenses, legal fees or losses (including without limitation lost income or lost profits and opportunity costs or losses caused by negligence) in connection with any use of the Property even if advised of the possibility of such damages. The Property should not be relied on and is not a substitute for the skill, judgment and experience of the user, its management, employees, advisors and/or clients when making investment and other business decisions.

The S&P Global logo is a registered trademark of S&P Global, and the trademarks of S&P Global used within this document or materials are protected by international laws. Any other names may be trademarks of their respective owners