

Ensuring success with a Deal Central Champion

The right retail experience starts with assigning the right people to the right roles. Until your staff is completely comfortable with your new process, it's important to have a Deal Central champion—a frontline point of contact at your dealership to ensure implementation and utilization success.

As our dedicated dealership champion, we'll rely on your help to ensure a smooth adoption of Deal Central. By setting the tone and outlining expectations to your staff, your dealership will see greater utilization that ultimately leads to a better customer experience.

Expectations of a Deal Central Champion:

- Be the front-line contact at the dealership with the Cox Automotive team to ensure successful training and implementation of Deal Central
- Ability to hold the team accountable and make decisions (or at the very least, be able to quickly connect with a leader who can)
- Understand deal structure and strategy
- Be fluent in retail best practices

