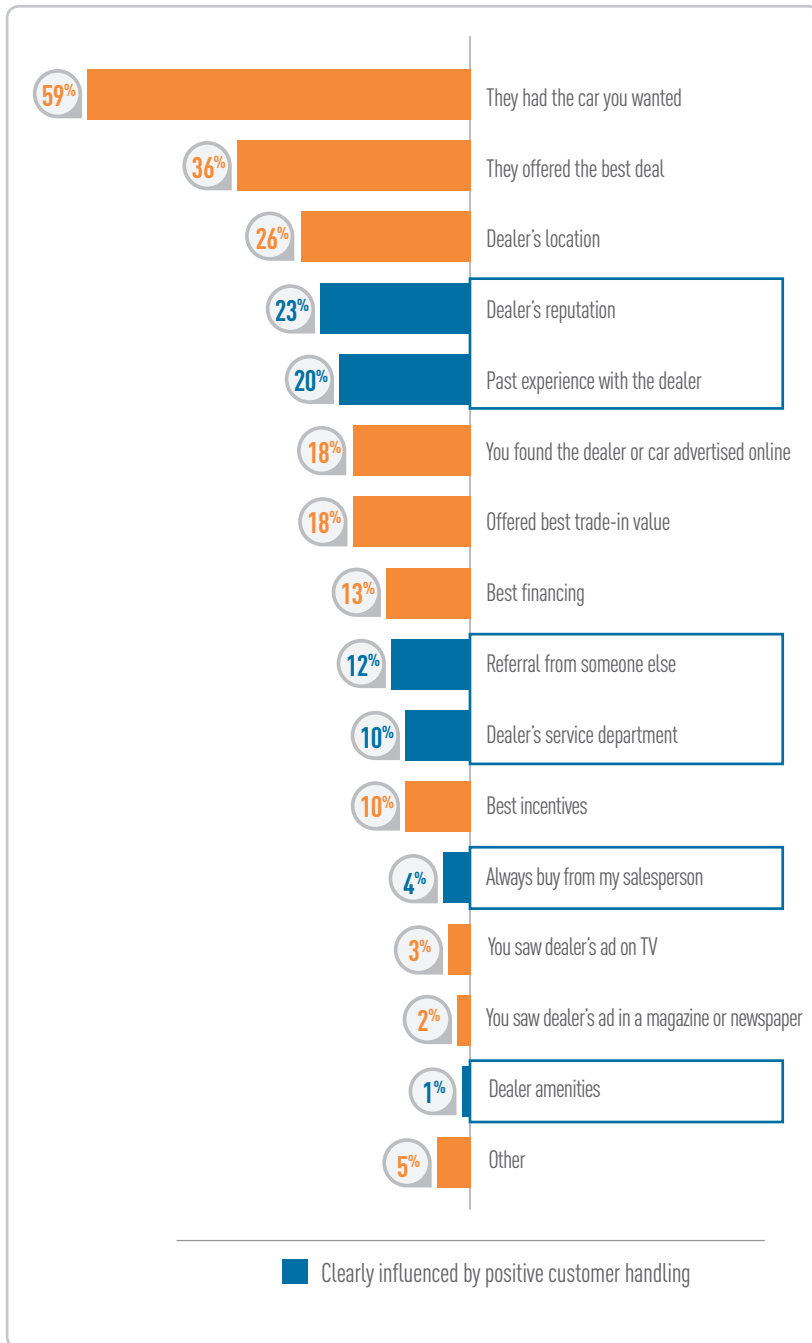


# CUSTOMER HANDLING CAN MAKE OR BREAK A DEAL

## INFLUENTIAL DRIVERS IN DEALER DECISION

(ALL BUYERS, PURCHASED FROM DEALERSHIP)



2015 Automotive Buyer Influence Study, IHS Automotive



of customers would buy from a dealership that offers their preferred experience, even if it didn't have the lowest price.

More customers will drive farther for GREAT sales people vs. lowest price.



2015 Car Buyer of the Future Study

“ Prior to purchasing from the Volkswagen dealership, I had walked away from several other dealerships, mainly because I felt that the dealers were kind of pushy and disingenuous. ”



Dionne M.

Customer handling and the experience at the dealership is one of the top reasons why a car buyer decides to purchase from a dealership. A good experience can mean repeat and referral business for your dealership.

**Autotrader**