

OEM PORTAL USER GUIDE

Pick your Sales Territory for Regional or National Analytics

Manufacturer's Portal
FCA Australia

Book a Private Sale **ABSOLUTE RESULTS**
1.888.751.7171 | info@absoluteresults.com

All Territories Summary Events Rank Logout

See the Best Performing Events YTD

Sales Updated Daily

◀ 2016 YEAR TO DATE ▶

777

FCA Australia Private Sales
Total Vehicles Sold

40,843

FCA Global Private Sales
Total Vehicles Sold

FCA Canada **29,390 Sold**

FCA USA **7,050 Sold**

FCA EMEA **3,589 Sold**

New Resources

ASSETS & DOCUMENTS

[FCA Australia Private Sale Review](#)

[FCA Sale Insights](#)

[Q3/Q4 Initiatives](#)

[The Three Pillars](#)

Choose Your Month

◀ JUL 2016 PRIVATE SALES ▶

◀ 2016 TOP 20 EVENTS ▶

Dealership	Date	Appt	Show	Sold	OC
Essendon Chrysler Jeep Dodge	Jul 13	52	21	7	1
Adelaide City Chrysler Jeep Dor	Jul 13	43	18	4	1
Caroline Springs Chrysler Jeep	Jul 16	61	20	14	3
Suttons City Rosebery	Jul 23	50	27	13	6
4 Events		Totals	206	86	38

Top Events	Date	Sold/Rep	Trainer
Five Dock Chrysler Dodge Jeep	Mar 12	13.0	John Bradley
Valley Chrysler Jeep Dodge	Feb 20	11.5	John Bradley
Wagga Motors CDJR	Mar 16	9.0	John Bradley
Suttons Northern Beaches	Mar 19	7.5	John Bradley
Lilydale Chrysler Jeep Dodge	Jun 18	7.0	Ken McLean
Suttons City Rosebery	Feb 20	6.0	Robert Williams
Westpoint Jeep - Moorooka	Mar 19	5.4	Mark Allen
Bayside Chrysler Dodge - Frankston	Feb 6	5.3	Mark Allen
Lilydale Chrysler Jeep Dodge	Feb 17	5.0	John Bradley
Townsville Chrysler Jeep Dodge	Mar 16	5.0	Jeff Morris
Nunawading Chrysler Jeep Dodge	Jun 18	5.0	Ryan Chute
Northern Chrysler Jeep Dodge	Feb 10	4.5	John Bradley
Hobart Chrysler Jeep Dodge	Jun 25	4.5	Mark Rodriguez
Heartland Chrysler Fiat - Castle Hi	Mar 5	4.3	Robert Williams
Caroline Springs Chrysler Jeep Dodge	Feb 6	4.2	John Bradley
Barbagallo Alfa Romeo & Fiat	Feb 17	4.0	Mark Whittaker
Rolfe Motors - Phillip	Jun 22	4.0	John Bradley
Adrian Brian Chrysler Fiat	Apr 0	3.7	Naill Wilson

Live Data updates in real time

O.C. means opportunity cost, this is tied to the number of appointments

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View Past Current & Upcoming Events

Click on Event for detailed report

ABSOLUTE RESULTS.com

Dealership Adelaide City Chrysler Jeep Dodge

Sale Date Jul 13 2016

Total Invites 550

Salespeople 3

Contact Person Leon Bondarenko

Trainers Serge Gagne


Monthly Volume 30

	Appointments			Sold	Sold %	
	Made	Showed	Traffic %			
Appointments	43	14	78%	New	4	100.0%
Walk-In	-	4	22%	Used		0.0%
Total	18			Total	4	

CLOSING RATIO: 22.2%

Comments
Arrived at the dealership at 8am Monday morning. Tim, NCSM greeted me, Leon, GM and Shaun UCSM joined for manager meeting. Very good meeting between all of us, excellent commitment from management to make this sale a success. Prepared for sales and training meeting and had the team all gathered at 11h00. Started calls at lunch time. Everybody is committed, spirit is excellent. End of first day, 28 appointments out of 45 objective. Second day started with an excellent boost but with one man short to make the calls. Management organised lunch for all the team and we did a very good training and sales meeting. Both sales guys worked hard till end of day 2 to get the most appointments possible. SALE DAY was difficult with a lot of no show. 33% appointments show + 4 wfi = 18 customers, 4 deals 22.2% close.

Recommendations
Prepare lists with recent cars (2010 to 2014) and not 2001-2005
Have ALL staff for calls, no absentees.
Stay motivated as you were, stay positive and keep organizing like you did.



◀ JUL 2016 CALENDAR ▶						
S	M	T	W	T	F	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
	Essendon Chrysler Jeep Dodge - Mark Allen		Caroline Springs Chrysler Jeep Dodge - John Bradley			
	Adelaide City Chrysler Jeep Dodge - Serge Gagne					
17	18	19	20	21	22	23
				Suttons City Rosebery - Carlos Carvalho		
25	26	27	28	29	30	
1	2	3	4	5	6	



Live Data on off-make conquest trade-ins

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Number of Dealers displayed based on regional or national selection

Semi Annually Marketing Frequency		ANNUAL PLAN						
Dealership	# Reps	Total	Prime	Annual Plan	Completed	Pending	Opportunity	
Adelaide City Chrysler Jeep Dodge	5	2842	867	2 Events @ 750 Invites	2 Events	0 Events	✓	
Adrian Brien Chrysler Fiat	5	4873	1745	4 Events @ 750 Invites	1 Events	0 Events	3 Events	
Albany Chrysler Jeep Dodge	2	2802	397	2 Events @ 500 Invites	1 Events	0 Events	1 Events	
Albion Chrysler Jeep Dodge	5	12191	3199	8 Events @ 750 Invites	1 Events	0 Events	7 Events	
Alessi Chrysler Jeep Dodge	7	1344	544	2 Events @ 1050 Invites	1 Events	0 Events	1 Events	
Alessi Group	4	3262	1612	6 Events @ 600 Invites	0 Events	0 Events	6 Events	
Armstrong Chrysler Fiat - Toowoomba	3	13494	1716	6 Events @ 500 Invites	0 Events	0 Events	6 Events	
Aspley Chrysler Jeep Dodge	3	2260	1422	6 Events @ 500 Invites	1 Events	0 Events	5 Events	
81 Dealers	290	344,563	113,344	386 Events	86 Events	2 Events	298 Events	

Download Data Snapshot & Annual Event Plan for all Dealers

How many events they can still run this year

A Page for each Dealer

DATABASE VEHICLE LOOKUP					
Make	Jeep	Model	Any Model	56575 Jeep customers	
Dealership	Country	Total Customers	Matches	Emails	Phones
Adelaide City Chrysler Jeep Dodge	Australia	1564	1040	879	1011
Adrian Brien Chrysler Fiat	Australia	4872	236	143	226
Albion Chrysler Jeep Dodge	Australia	12191	6088	4416	6044
Armstrong Chrysler Fiat - Toowoomba	Australia	13494	326	120	315
Aspley Chrysler Jeep Dodge	Australia	2260	477	405	473
Barbagallo Alfa Romeo & Fiat	Australia	1643	0	0	0
Bayford Chrysler Jeep Dodge Camberwell	Australia	5376	94	70	

Customer analysis			
Total Database	Vehicle Information	Communication Options	
Grade A (Loyal)	703 Cars	296 Landline Phones	635
Grade B (Defector)	164 Vans	106 Mobile Phones	1,647
Grade C (Lost)	956 SUVs & Trucks	1,649 Emails	1,331
Recently Sold	199 Sweet Spot	879	
Out Of Town	282 Sales Only	453	
Businesses	321 Service Only	1	
Prime Customers	867 Sales & Service	1,832	

Private Sale your statistics

2

Private Sale Events
Year-to-Date

Salesreps: 5

Total Counts	Averages		
Appointments	78	Appointments	39.0
Shows	39	Shows	19.5
Solds	17	Solds	8.5
Closing Ratio	43.6%		

Your Dealership compared to National Average

Appointments / Salesrep		Shows / Salesrep		Solds / Salesrep	
<div>9.8</div> <div>Dealership</div>	<div>11.8</div> <div>FCA Australia</div>	<div>4.9</div> <div>Dealership</div>	<div>5.6</div> <div>FCA Australia</div>	<div>2.1</div> <div>Dealership</div>	<div>2.7</div> <div>FCA Australia</div>

Individual Dealer Plan

Opportunity annual plan

Calculated using the number of Prime Customers in your database, preferred marketing frequency and our formula for success, here are the number of events you should be doing this year.

Marketing Frequency	Invitations	Plan	Completed	Pending	Opportunity
Semi-Annual	750	4	1	0	3
Tri-Annual	750	6	1	0	5
Quarterly	750	8	1	0	7

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All Territories



Summary

Events Rank

logout

Event Rank

Jan 2016 - Present

Rank B



Sold
Sold Per Salesrep
Show-to-Sold (Closing) Ratio
Appointments Per Salesrep
Appointments-to-Show Ratio
Opportunity Cost

Rank	Dealer	Event Date	#Salesreps	Appt	Appt/Rep	Appt-to-Show	Sold	Sold Per Salesrep	Show-to-Sold (Closing) Ratio	Appointments Per Salesrep	Appointments-to-Show Ratio	Opportunity Cost
1	Westpoint Jeep - Moorooka	Mar 19, 2016	10	77	7.70	42%	54	5.40	83%	16		
2	Suttons City Rosebery	Feb 20, 2016	5	66	13.20	44%	30	6.00	81%	11		
3	Berwick Chrysler Jeep Dodge	Feb 20, 2016	7	71	10.14	32%	23	3.29	62%	0		
4	Valley Chrysler Jeep Dodge	Feb 20, 2016	2	53	26.50	36%	23	11.50	79%	0		
5	Caroline Springs Chrysler Jeep Dodge	Feb 6, 2016	5	60	12.00	43%	21	4.20	53%	3		
6	Cricks Mt. Gravatt	Mar 5, 2016	6	70	11.67	36%	20	3.33	56%	0		
7	Westpoint Jeep - Moorooka	Jun 25, 2016	12	54	4.50	31%	19	1.58	79%	14		
8	Northern Chrysler Jeep Dodge	Feb 10, 2016	4	62	15.50	37%	18	4.50	67%	0		
9	Werribee Chrysler Jeep Dodge	Feb 17, 2016	6	101	16.83	36%	17	2.83	33%	1		
10	Cricks Mt. Gravatt	Jun 15, 2016	5	61	12.20	33%	16	3.20	62%	0		
11	Bayside Chrysler Dodge - Frankston	Feb 6, 2016	3	47	15.67	45%	16	5.33	59%	1		
12	Nunawading Chrysler Jeep Dodge	Jun 18, 2016	3	36	12.00	56%	15	5.00	50%	4		
13	Tynan Motors - Kirrawee	Jun 11, 2016	5	56	11.20	39%	15	3.00	54%	0		
14	Suttons Northern Beaches	Mar 19, 2016	2	42	21.00	60%	15	7.50	56%	0		