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The real ROI is gross profit. In gross profit, Kelley Blue Book® Instant Cash Offer is by far and away the best.

RALPH FAST

General Manager, Team Nissan

Taking the friction out of the trade-in process

In the eyes of general manager Ralph Fast, trade-in values had always been one of the most difficult conversations to have with customers.

Smoothing out that process was why Ralph and Team Nissan first partnered with Kelley Blue Book® Instant Cash Offer. It just made sense to use the same tool his customers already trusted to value and research cars.

And while Instant Cash Offer gave them more credibility, it was all of the additional benefits that had Ralph and his team seeing a greater ROI:

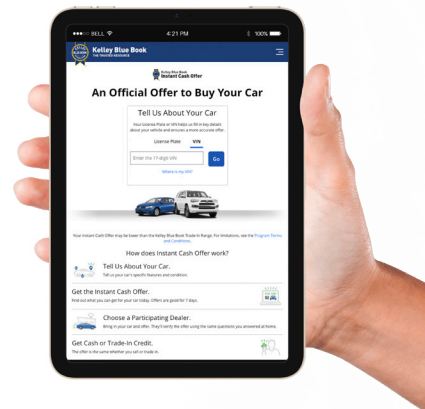
- 1 Less arguing with customers over what their car is worth
- 2 More inventory wins as a Buying Center
- 3 Sourcing quality vehicles at a lower cost to market
- 4 More customer contacts that are not only acquisition leads but also sales opportunities

TEAM NISSAN:
36 years in business

Buying Center



All of these advantages have turned Instant Cash Offer into Team Nissan's best acquisition channel – and helped the dealership see a higher gross profit.





SMOOTHING OUT THEIR PROCESS

When meeting with customers looking to sell or trade in their vehicles, Ralph and his team guide them through a walk-around. It's a transparent process that gets the dealership and the customer agreeing on what the car is worth so it's easier to win it.

“One of the major things that Kelley Blue Book® Instant Cash Offer has done for us is helped us reduce friction in our entire process.”



MORE CUSTOMER CONTACTS

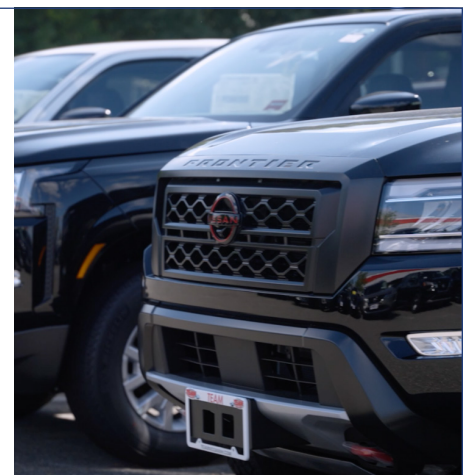
Ralph says more customer contacts has been an unexpected benefit and a big game changer for them. In addition to seeing more acquisition opportunities, Ralph has seen an increase in customers also looking to purchase a vehicle from Team Nissan.

“It has increased the number of customer contact points, which for us as a dealer is huge. We get the opportunity to get in front of more people.”

MORE GROSS PER TRANSACTION

Each time Ralph and his team use Instant Cash Offer to acquire cars directly from customers, the dealership avoids traditional sourcing fees. Between that lower cost to market and the increase in acquisition and sales opportunities, Team Nissan has improved their gross profit.

“When you look at the cost of acquisition, you look at the cost of contact and then you look at the gross profit per transaction, Instant cash offer is a clear winner.”



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