

The Challenge

A very experienced Business Manager had good finance penetration but poor insurance performance.

Op2ma was engaged to turn this around.

The Objective:

1. Increase finance penetration
2. Increase average rate
3. Increase Fee income
4. Increase insurance sales
5. Increase income per retail unit (IPRU)

The Solution

Customise Finance Accelerator and Op2ma's Menu Selling tool to incorporate the Dealership's Financiers and Insurance providers.

Train the Business Manager and Dealer Principal on how to use the system. The Business Manager completed the 4-hour Menu Selling Course.

The Results:

- Finance penetration stayed at 40%
- Average weighted rate remained the same
- Insurance sales doubled
- Income per retail unit (IPRU) increased by 61%**

Investment

Total investment \$3275

Actual return on investment: 18 times

FEEDBACK FROM BUSINESS MANAGER

"I didn't sell a lot of insurance because it took too long to get a quote from the supplier's system and our internet is so slow."

"Op2ma's Menu is so easy to use and the sales process actually works."