



Car Wars
by Call Box

THE NIELLO COMPANY:

SUSTAINING TRADITION:

*How The Niello Company utilizes Car Wars
for more than just tracking calls.*

A FAMILY LEGACY

BUILT IN THE SHOWROOM

It all started in Northern California in 1921 – a purpose-driven man bought a car dealership with his business partner. Louis Niello had passion and talent, and knew he was skilled at fixing cars. The Niello Company evolved into a family business when Louis' son, Richard Niello, came back from serving in World War II to take the reins of the family business.

The family-centric approach of The Niello Company is what initially drew Dennis Gingrich to the group. With more than 26 years of experience, Dennis Gingrich, Sales and Finance Director at The Niello Company, has lived through economic downturns and significant transitions in the automotive landscape. Dennis' dad started selling cars in the 1970s, so Dennis followed in his footsteps. He started as a salesperson in 1997 and the rest is history. Dennis has worked his way up the ladder with the grit and determination that drives sales. He knows what it takes to be a successful cars salesman and he knows the changes that are necessary to not only improve processes and procedures at a dealership, but also to sell more cars.

Another integral member of Niello is Kristen Long. Kristen started as a cashier 11 years ago and worked her way up from Sales Finance Manager to, now, Sales Development Manager. In her current role, she is responsible for assisting each

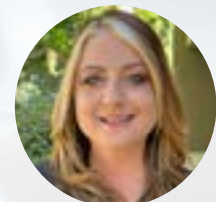
Sales Department across the group's ten rooftops. However, on a day-to-day basis, she is digging into the processes for the Sales team to ensure they are using the right tools to avoid any deals slipping through the cracks.

With their joint experience and background, Kristen and Dennis support the Sales Departments by eliminating hurdles in the car sales process and removing technology barriers. They ensure the right processes are implemented so the Sales teams can focus on selling cars.

Kristen and Dennis decisively agree that the phone is the most valuable asset at a dealership, and the tool they need their salespeople to take full advantage of.



Dennis Gingrich
Sales and Finance
Director



Kristen Long
Sales Development
Manager

ALL EYES

ON THE PHONE

When Dennis joined Niello, he took on the responsibility of exploring and implementing a call tracking solution. Previous Marketing Directors had urged the importance of a tool like this, but with his background and experience, Dennis was able to fuel the fire to find the right solution.

As a rapidly growing group with ten dealership locations, Niello understands the importance of being at the forefront of phone call technology. With this in mind, Dennis knew implementing a call tracking solution was not only essential for continued growth, but also for continued training and development of his Sales teams. The task at hand then became deciding which call tracking solution was going to align with his goals.

“Before Car Wars, I wasn’t confident in the salespeople’s phone abilities. They weren’t performing as they should be. You can’t monitor or assess [their individual phone ability] because a Sales Manager isn’t going to sit and listen to calls, because they are too busy,” Dennis explained.

Kristen added another challenge they were experiencing, “Before Car Wars, the phone was the only [type of lead] we were blind to. We can see internet leads, we can track how those leads are being handled, but we couldn’t say the same for the phones.” That is why implementing Car Wars was an easy decision for the Niello team.

WITH CAR WARS, DENNIS UNCOVERED

400

PHONE LEADS

THAT WERE NOT LOGGED IN THE CRM!

Dennis understands the power of the phone and shared, “Phones are the only tools you lack any insight into. You don’t know who is calling, and who is picking up the phone, unless you are sitting next to each salesperson.” Dennis added that they found they were losing leads due to calls not being entered into the CRM. In May of this year, with the help of Car Wars’ insight, Dennis uncovered 400 phone leads that were not logged in the CRM. He stressed, “We would have never uncovered this without Car Wars.”

Dennis praised Car Wars and how it differs from other call tracking solutions. “As I was considering which call tracking solution was going to align with our goals, I quickly realized Car Wars was the best fit. The people and ongoing support from the consulting team are crucial to using the tool to its full capabilities.”

Dennis continued, “Car Wars puts every sales opportunity into our CRM which helps us eliminate garbage. In addition, Car Wars provides the CRISP KPIs that measure your dealership’s phone performance.”

“Car Wars sheds a lot of light on a very important tool – the phone. Seeing is believing and that’s hard to do with phone calls.”

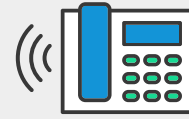
UNVEILING OPPORTUNITIES

WITH CAR WARS:

After implementing Car Wars in January of 2023, Niello saw quick and significant improvement in their inventory turn rate and closing ratios. Beyond that, Dennis and Kristen are grateful that Car Wars revealed greater leaks in their phone handling processes.

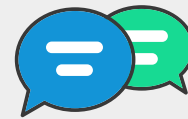
Kristen said, with the help of Car Wars, they discovered “a lot of customers weren’t answering our calls because we were coming up as spam, and Car Wars helped uncover that.” Car Wars has many [spam solutions](#) in place, and one easy tool that Niello utilized is the [individual agent lines](#). With the help of this Car Wars feature, every salesperson has his or her unique tracked and recorded line.

Not only did Kristen and Dennis see dramatic improvements to their internal processes, but Dennis also praised the ease and simplicity of Car Wars’ CRISP metrics. This acronym stands for Connect, Request & Invite, Set, and Pursue.



CONNECT

Connect each caller quickly to a qualified agent



REQUEST & INVITE

Request and Invite the caller into the dealership for a test drive or vehicle inspection



SET

Set a firm appointment with a specific date and time



PURSUE

Pursue new leads & rescue missed opportunities

Since completing onboarding in January of 2023 with a focus on CRISP metrics, Niello has seen continued or maintained growth on every metric.

When they decided to concentrate on certain aspects of CRISP, they saw quick results that were maintained in future months. Overall, across all stores, Niello has experienced a **5% increase in its overall appointment request rate**, as well as growth in the firm appointments booked.

Certain stores focused on different CRISP metrics where they had room for improvement. For example, one of Niello's stores saw a **14% increase in call connection** from January to June of 2023. Another store had a **9% increase in appointment requests**. A third store saw a 12% increase in firm appointments booked.



APPOINTMENTREQUESTRATE
INCREASED 5%
ACROSSALLSTORES!

Even with substantial growth, Dennis, Kristen, and the Niello team always think they have more untapped potential.

Dennis admitted, "When I look at our overall outbound activity, I think we can do more. Car Wars sheds a light on outbound phone metrics via the Pursue metrics, and it really makes you think about what metrics we should be hitting." Dennis set the goal for his teams to do 50 calls, 50 texts, and 50 emails a day. With a sales background, Dennis is naturally focused on growth and exceeding sales expectations. He also recognizes the power of the numbers and insights that Car Wars' reporting provides.

Though making a sale is great, the people within the organization are of greater importance. At its core, Niello revolves around the personal development of the employees. Dennis highlights that, through Car

Wars, Niello can not only boost car sales but also invest in their employees' personal growth.

Car Wars allows Dennis to play back successful phone calls to the team to help build up the employees and celebrate their wins. Dennis urged, "At the end of the day, I want my salespeople to have good metrics they can add to their resumes. With Car Wars, they now have tangible data that can carry them to either a dealership across the country, or to a new industry. **Car Wars reporting is extremely valuable and unmatched.**"

At the end of the day, it boils down to the people involved in the organization. When you strip down all the glitz and glamour of selling cars, the only thing left is the employees' personal development. Dennis emphasized that, with Car Wars, Niello can both sell more cars and invest in their employees' futures.



A CONTINUED GROWTH EFFORT

As Dennis looks ahead to the opening of another store, he emphasizes Niello's primary focus on Pursue. "The Pursue metric is super important, especially as the market is more saturated and competitors are selling more cars. When your competition gets better, the Niello company and the Sales team needs to be more proactive in outbound activity."

The Niello Company takes advantage of Car Wars and how this tool can track every step of the automotive sales cycle. From recording the actual phone call, to tracking a salesperson's phone handling ability, Car Wars is fundamental to Niello's success and growth.

To learn more about how growing dealership groups like Niello are leveraging Car Wars to pursue more opportunities, boost fundamental phone handling metrics, and gain actionable insight into staff performance, visit the link below.

www.carwars.com/home | 833-839-9797