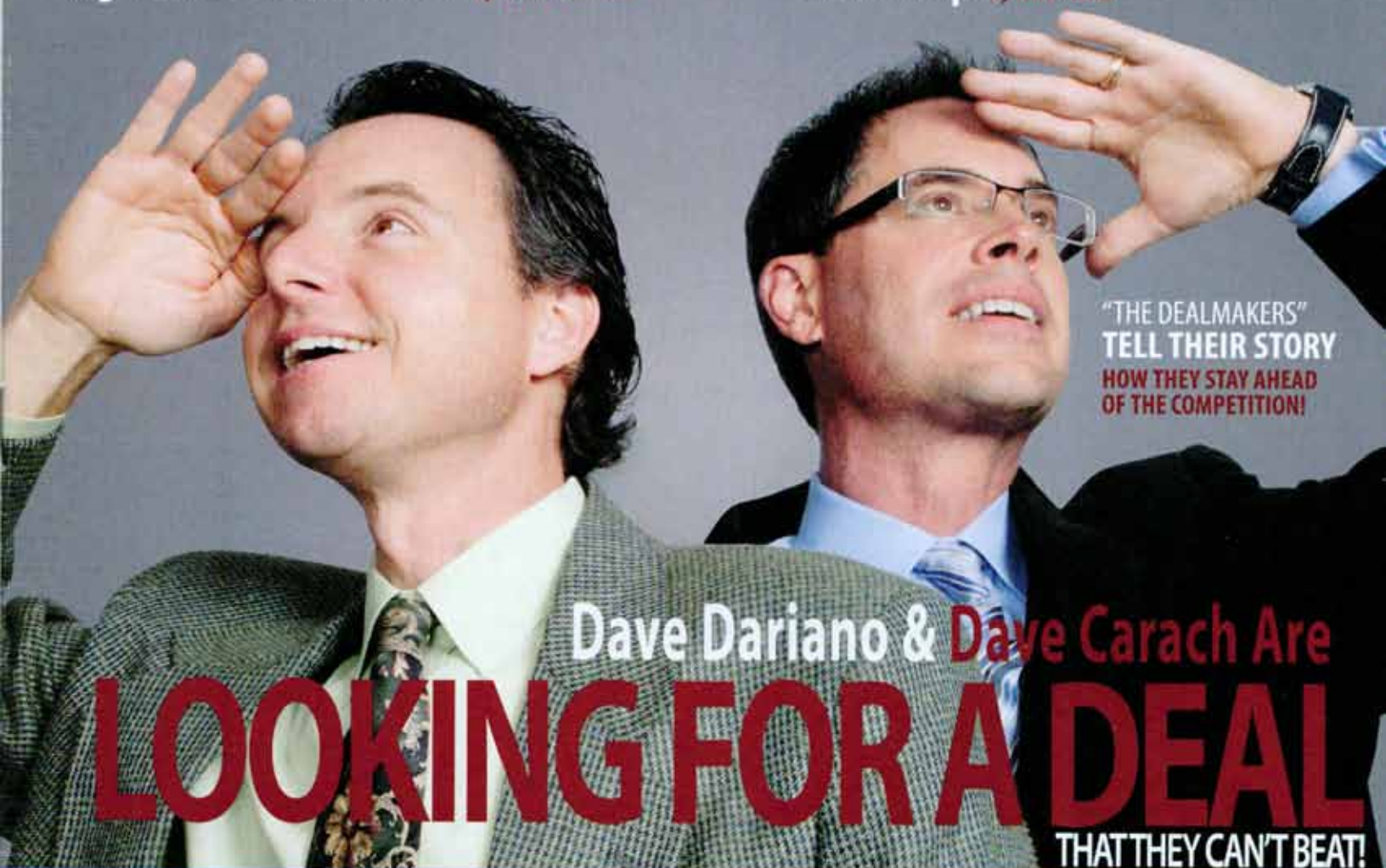


# INNOVATION GUIDE

Quarterly ranking of dealership vendors & best practice guide

**p.28** People Matter and So Does Their Chatter: Key Takeaways from the DrivingSale Executive Summit *by Jared Hamilton*

**p.23** A Look Behind the Used Vehicle Sourcing Challenge at Many Dealerships *by Dale Pollak*



**"THE DEALMAKERS"  
TELL THEIR STORY  
HOW THEY STAY AHEAD  
OF THE COMPETITION!**

Dave Dariano & Dave Carach Are  
**LOOKING FOR A DEAL**  
THAT THEY CAN'T BEAT!

READ HOW METRO FORD OF SCHENECTADY SEPARATES THEMSELVES FROM OTHER DEALERS



PRRST STD  
U.S. POSTAGE  
**PAID**  
Post Falls, ID  
PERMIT NO. 32

**VENDOR RATINGS**  
★★★★★  
NEW CAR LEADS • ILM • CALL MANAGEMENT DMS • SEM/PPC • USED CAR ADVERTISING WEBSITES • CRM • SEO CHAT • AND MORE...

## 2011 Innovation Cup Winners

who were already using the Internet to 'help them sell stuff,' but there were still those who felt that they if they ignored the Internet, it would go away.

Those dealers ended up being the ones that went away, while the Internet stayed. Which brings me to perhaps the most inspiring person at the summit: 23 year-old Grant Gooley, a digital marketing manager for a Toronto dealership who paid his own way to get to Vegas and who stayed at one of Vegas' more 'economical' hotels, taking the bus to the Summit each day. He was on a mission to prove social media ROI - and brought a video of sound bites from the smart and well-meaning folk at his dealership that had me spinning back to the anti-Internet talk of the nineties. Here is a sampling: "I don't understand how social media would help sell a car...You can't really sell a car with the Internet...I don't use Facebook because people come IN to the dealership...It is hard to gain rapport and trust through typing. I haven't used social media because those people I could reach out to I already speak to on an everyday basis..."

This is not to ding a very successful dealership in Toronto, nor to in any way be prejudicial about our very progressive neighbors to the



Left row: AdvantageTec, Cars.com, dDemo  
Middle: 2011 Winner - DealerSpecialties  
Right: MotorLot, DealerTrend

north. I believe that what Grant is hearing is what many young people starting in dealerships are hearing from management and sales people across this country today, each somehow expressing their dilemma just as Grant's general manager did: "Can I honestly say that it has generated sales? No I can't. I don't want to be bothered with it ...it is the generational swing we have to be ready for which is you: the teeny-boppers..." What I



love about this dealership is that they were all willing to go on camera about social media and participate in a project that is based on, and bound to be shared on, social media - and I am confident that they will be receptive to the information that

Grant devoured at the DrivingSales Executive Summit.

Grant is young, eager, energetic and passionate and he knows that to survive, dealerships must continue to focus on how best to reach the people that are their customers, and where to find, understand, and interact with them - and how to thank them. This young man is our industry's future and we had better pay attention to it. Spending three days with the most progressive dealers - and seeing the face of the future in Grant -- left me truly excited about what will come

next for all of us ... and the ways in which digital media and coherent rational tactical thinking will bring us all an even more prosperous 2012. To see Grant's video go to <http://www.drivingsalestv.com/2011/10/grants-journey-to-the-summit-and-beyond/>

Jared Hamilton, founder and CEO of DrivingSales.com, is often described as one part dealer operator and one part tech geek. He has over 10 years of dealership management experience in addition to his award winning entrepreneurial record. Jared is a highly acclaimed international speaker educating audiences across the globe about capitalizing on the Internet's opportunities and how to invest and implement technology solutions inside businesses.