

DrivingSales Announces the Most Valuable Insight of 2016 at Presidents Club in Miami

"The Language of Closers: Communication that Wins," presented by CDK Global, named 2016's Most Valuable Insight at third annual DrivingSales Presidents Club

Salt Lake City, UT ([PRWEB](#)) June 13, 2016 -- DrivingSales today announced that "The Language of Closers: Communication that Wins," presented by CDK Global, has been named the 2016 DrivingSales Most Valuable Insight. CDK Global received the award from DrivingSales CEO Jared Hamilton at the third annual Presidents Club event in Miami.

The Most Valuable Insight competition, which was judged exclusively by dealer executives, was created by DrivingSales to foster the spirit of progress and thought leadership in the auto industry. It was also announced that The President's Club, which expanded to include six new interactive workshops and sold out for the third year in a row, returns to New York City in 2017.

"Each year the presentations in our Presidents Club Most Valuable Insight competition raise the 'insight bar' for our industry and this year was no exception. From a focus on innovative recruiting to 'transaction-transparent' pricing, to the winning insight from CDK Global, which analyzed key email words and phrases that help boost closing ratios, these high level presentations offered our attendees actionable learnings that they can take home and implement in the dealership," said DrivingSales Founder & CEO Jared Hamilton.

CDK Global's winning insight used sentiment analysis to analyze the language found in the first email responses of the top 10% of closers of a set of 1,000 dealerships and then compared that language to the responses of the bottom 10% of email closers to discover the words and phrases that have a higher likelihood of motivating the shopper to act, as well as words that keep shoppers from moving forward in their decision to acquire a vehicle from the responding store.

"We offer our congratulations to CDK Global for their winning insight and our thanks to all the MVI finalists for sharing these terrific ideas with their dealer peers. We look forward to seeing an expanded presentation of the CDK Global findings at the Eighth annual DSES in Las Vegas in October," continued Hamilton.

The Most Valuable Insight runners-up are (alphabetically by company) Hireology for "Effective Employment Branding Drives Better Hiring and Accelerated Business Growth," and vAuto for "A Pathway To Improved New Vehicle Performance, Profitability."



For the DrivingSales Most Valuable Insight competition, industry professionals are asked to provide an insight, founded on original research, which can provide significant value to dealership executives. A panel of top Dealer Principals/Owners and General Managers from innovative dealerships across the US chose three finalists from online applications. The submissions were evaluated entirely on their merits, without identifying the submitter. The finalists presented their insights onstage, in nine minute presentations, at the Presidents Club event, with the winner selected by a dealer panel.

The Most Valuable Insight Competition was part of a high-level line-up at the DrivingSales Presidents Club that included best-selling author and consultant Dan Waldschmidt, Managing Partner of Underwood & Roberts PLLC Jeff Roberts, and DrivingSales Founder and CEO Jared Hamilton.

For more information about the DrivingSales Most Valuable Insight Competition, go to <http://drivingsalespresidentsclub.com/#mvi>.

Check out DrivingSales News for more coverage of the event at: <http://www.drivingsales.com/news/day-1-recap-4th-annual-drivingsales-presidents-club/>

About The DrivingSales Presidents Club

Held annually on the east coast, The DrivingSales Presidents Club offers dealer principals a place where they can access the right, relevant information to lead their dealerships – profit-building information filtered through those who understand it best: innovative leaders from inside and outside the industry who have built great business strategies; progressive dealerships who are making a difference on the ground, and the forward-thinking general managers and dealership principals who not only know what information matters, but how it matters. The event, which is dealer-designed to cover the topics most relevant to the challenges of dealership leadership today, also emphasizes peer interaction and idea-sharing forums. Discussions and presentations focus on the three foundational assets of successful dealership operations, Capital, Brand and People and the event includes The Most Valuable Insight competition.

About DrivingSales

DrivingSales serves automotive retailers with an integrated suite of technology, knowledge, community and performance insight designed to advance the success of retail professionals and their dealerships. Founded by a third-generation car dealer in 2008, today DrivingSales is utilized by two-thirds of franchised dealerships in North America as a resource to improve their business performance.



To learn more about the DrivingSales community, news, dealer education or performance analytics visit DrivingSales.com.

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