



Technology-Tennessee Dealership Sales Hold Steady as Sales Plummet across the Country for the Mitsubishi Brand

Wallace Mitsubishi of Kingsport Tennessee is weathering the storm on BDC Software's flagship application BDC 2.1. Polk data indicates that Mitsubishi dealerships are losing customers at an alarming rate. To counter the trend Wallace Mitsubishi of Kingsport has implemented CRM software designed by California based BDC Software. BDC 2.1 software application manages the sales forces day-to-day operations. This allows the dealership to maximize every revenue generating opportunity. Constant and standardized follow-up coupled with direct marketing campaigns for both sales and service departments have kept this dealership revenue and units sold on a slow climb.

([PRWEB](#)) January 20, 2005 -- Kingsport, TN (PRWEB) January 20, 2005 "Sunlight through the dark clouds. Wallace Mitsubishi of Kingsport Tennessee is holding the ship steady in stormy times for the Mitsubishi brand. "We implemented our BDC department at a time when most dealerships would have cut back on all non-essential spending," said Steve Gupton BDC manager for Wallace Mitsubishi of Kingsport Tennessee. We didn't have any tools to support a pro-active process until we found on the Internet a small California company with a very large presence on the Internet. That proved to us that they know what they are doing from an Internet marketing standpoint. It's not easy to get the Sales Force to become proactive but it's necessary in this sales environment. We have maximized every opportunity becoming pro-active instead of reactive a must in this environment. The Mitsubishi brand is a quality product with outstanding warranty programs. We just need to work harder and treat every customer with world-class service."

"We have aggressively marketed to the internet research buyer," Steve Gupton stated. Having processes in place for every customer that touches our dealership, we have provided our sales force with the appropriate tool to perform. Getting the sales force to use the tool was a challenge but our numbers speak for themselves, come pay day I know they are happier than those who are not using a CRM tool at their dealership.

Developed by Business Development Concepts and BDC Software, Inc., BDC 2.1 for Windows Win 2k/NT automates marketing tasks and improves service bay efficiency. The program produces daily marketing plans, direct mail pieces, e-mail campaigns, service reminders and service follow-up duties. In addition, the software can load balance the service bay based upon thresholds set by the service manager. Dealerships lose on average 2.5 millions dollars per year in service revenue to third party providers due to lack of consistent post sale follow-up by the dealership. BDC Software's BDC 2.1 is built on award winning Firebird database for scalability and performance.

"We are working with a few select dealerships at this time, those dealerships are showing outstanding numbers," says Business Development Concepts CEO, Eugene Gonzales. "Our customers have been pushing their manufactures to approve us as a preferred vendor. We clearly have one of the better packages on the market today. We have an enterprise application which has all the tools needed to perform at a high level of efficiency. One key feature is our embedded email client which enables the dealership to close a major security risk; the use of using Outlook or Outlook express which both are notorious for being susceptible to email worms and viruses. One virus can cripple your dealership for days at enormous cost. Many manufactures are moving towards providing incentives to dealerships to deploy CRM applications. Mercedes Benz North America and Ford Motor Company have initiatives currently. We draw upon our experience



working with Ford Motor Company in Asia Pacific implementing their DCRC Dealership Customer Relationship Center program. It nice to see our work being used by Ford here in North America.Â□

For more information contact BDC Software at 949-295-5192 or visit their web site at <http://www.bdcsoftware.com/>

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