

# Tradesii – drive quality leads to your showroom

313 words

Read time: 90 seconds

Remember the not-so-good old days? Your sales staff would greet walk-in customers, show them some cars, answer their questions, haggle over the sticker price and value of their trade-in and then watch them walk out the door convinced they can find a better deal elsewhere.

Those days are over.

Now, perspective buyers do virtually all their car shopping research online. In fact, 50% of all perspective car buyers will only visit a single dealership to purchase. The other 50% will only visit two.

The good news? Customers who walk into your dealership are more educated than ever. No more wasting dealers' time.

The challenge? With so much information at people's fingertips, managing customer expectations can be difficult. For example, many perspective car buyers want to know their current vehicle's trade-in value. Researching trade-in values using sometimes inaccurate data sources or 3<sup>rd</sup> party sites can lead to more difficult conversations in your showroom.

Another issue? Low website conversion. Sure, your dealership's website might generate lots of traffic, but how many of your site's visitors actually contact you? (Hint: the average is around 2%) Imagine the impact on your dealership's bottom-line, if you could increase your website's conversion rate by even a small percentage.

## What can you do?

Researching what their current vehicle is worth is one of the top activities potential car buyers do online.

The Tradesii plug-in, powered by Canadian Black Book, is designed to integrate seamlessly into your dealership's website. After submitting their contact and vehicle information, Tradesii provides customers with a complete and accurate estimate of their vehicle's trade-in value. This translates into more high-quality leads for you, more productive conversations with your customers and increased customer satisfaction.

Interested in finding out more? Of course you are.

✓ [Download our free guide and discover how we can help you convert more prospects into customers](#)

