

## **DealActivator Empowers Dealers with Onsite Performance Booster Consultants**

*DealActivator, now includes in-dealership instruction using Performance Booster.*

([PRWEB](#)) March 16, 2016 -- Dominion Dealer Solutions, a division of Dominion Enterprises, announced today that its equity data mining solution, DealActivator, now includes in-dealership instruction using [Performance Booster](#). Dominion Dealer Solutions is an industry leader in equity data mining, automotive marketing, CRM, responsive web design, lead generation, reputation and inventory management.

DealActivator redefines the equity experience and delivers an entirely new stream of business opportunities from highly-qualified equity customers simply waiting to close. It gives dealers options to boost performance while gaining strength from strategy recommendations, confidence from coaching, and the power of a plan for equity mining success.

DealActivator's Performance Booster has three options for automotive retail dealers to choose from when selecting a consultant program for equity mining success.

- The “Kick-Off” Performance Booster features an onsite visit by a DealActivator consultant who creates a customized plan to accelerate DealActivator use at the dealership. Staff members are given strategic process coaching to empower them to take full advantage of equity leads provided through DealActivator.
- For dealers already using DealActivator but who want to educate additional staff members on equity mining best practices, Dominion offers the “Relaunch” Performance Booster. Similar to the “Kick-Off” solution, a DealActivator consultant creates a customized plan for the dealership. Once onsite, he or she will deliver additional training and strategic process coaching to engage staff and maximize the equity mining power of DealActivator.
- For dealers who would like ongoing equity mining consultation and performance monitoring, the Performance Booster monthly subscription is available. In addition to our DealActivator remote support and training services, our DealActivator Consultant will monitor key success metrics and make specific recommendations for achieving even greater equity mining results through continuing performance management.

”Our [DealActivator](#) team works hard to find new ways to further strengthen our partnerships with our dealers. Our Performance Booster solutions arm our dealers with the strategic training they need to use the DealActivator solution to drive the strong results it can attain,” said Alan Andreu, general manager, equity solutions for Dominion Dealer Solutions.

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### About Dominion Dealer Solutions

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion's Progressive Retail Solutions include customer relationship (CRM) and dealer management systems (DMS) with actionable intelligence from the Microsoft Dynamics platform. Dominion's Progressive Retail Solutions also contain lead management and equity mining technology, inventory management analytics, social media



marketing and reputation management solutions. Dealers nationwide purchase custom lead generation and digital marketing tools from Dominion including: responsive design websites, SEO, SEM, digital advertising, multi-channel marketing, specialized data aggregation, mobile apps and market reports. OEMs and auto dealers nationwide utilize Dominion Dealer Solutions' technologies to solve their marketing challenges. Dominion Dealer Solutions is redefining automotive retail by delivering first-class customer experiences for local car buyers. For more information, visit our [website](#), like us on [Facebook](#), [Pinterest](#) or [YouTube](#), or follow us on [Twitter](#).

#### About Dominion Enterprises

Dominion Enterprises is a leading marketing services and publishing company serving the automotive, recreational and commercial vehicle, real estate, apartment rental, employment, parenting, and travel industries. Headquartered in Norfolk, Virginia, with 3,300 employees in the United States, Canada, England, Spain and Italy, the company provides a comprehensive suite of technology-based marketing solutions, and more than 45 market leading websites. Millions of For Rent® and HotelCoupons.com® publications are distributed across the U.S. each year. For more information, visit [DominionEnterprises.com](#).

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