

MakeItMyAuto Leaves the Selling of Auto Accessories in Buyers' Hands

MakeItMyAuto announces the launch of their web-based mobile solution for car dealers, a simple way to add-on auto accessories to customers with the ability to track employee sales in a uniquely designed sales portal.

Spokane Valley, WA ([PRWEB](#)) March 22, 2016 -- [MakeItMyAuto.com](#) is excited to announce the launch of the MakeItMyAuto Mobile Solution for auto dealers, a web-based mobile solution that enables auto dealers a simple way to introduce accessory add-ons to customers and be able to track employee sales in a uniquely designed sales portal.

The MakeItMyAuto interface is custom designed to fit any device type, size, or OS. At the point of sale, an auto employee can hand an iPad or other portable device to their customer that will show details and custom pictures of compatible auto accessories that can be added on at the time of purchase of their vehicle. With simple clicks on the screen, the customer can customize their buying experience by easily adding or removing accessory features to their auto at the point of sale. These add-ons can then be rolled up into the sum of their total purchase to be financed along with the cost of the vehicle, making it easier for both the customer and the sales person to reach a buying decision.

“With MakeItMyAuto we have simplified the decades old process of buying and customizing vehicles. We have created a product that is both simple for dealerships and consumers to use. Thus, increasing customer engagement and improving the customers perception of their time spent in a dealership. The result? More sales, and happier customers.”- Alec Foster CEO and Co-Founder of Adworkz and MakeItMyAuto

One key reason that MakeItMyAuto is so remarkable to the automotive industry is that the accessories now have a means of “selling themselves.” Nobody likes to feel like they are being hassled or oversold on a large buying decision. MakeItMyAuto gives control over to the buyer to see the value in the accessories and to visualize them being added to their new vehicle. By giving the buying control to the customer, the accessories can sell themselves.

Peter Chung of Magic Toyota stated the following in regards to how MakeItMyAuto has improved engagement at the point of sale: “The MakeItMyAuto accessories program has made an impact in our accessories sales as well as our customer satisfaction. Due to the simplicity of the software, any one of my staff is able to present available accessories to all of our guests. We have found the engagement level of our customers to be much higher . . . This has led to increased profitability as well as customer loyalty.”

MakeItMyAuto is reshaping the way auto dealers sell and present accessories to their customers. The simple and elegant design, along with its mobile-friendly interface are enabling buyers the power to make the buying decisions on their new vehicle. Customers welcome the idea of being more engaged in the buying process and are more likely to buy when the accessories are able to “sell themselves.”

Meet us at [NADA 2016, Booth 3357c](#)



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Online Web 2.0 Version

You can read the online version of this press release [here](#).