

## **Just Launched - MakeItMyAuto Propelling Accessory Sales Growth for Auto Dealers**

*Making a splash - MakeItMyAuto provides auto dealers a simple way to introduce accessories to customers, grow accessory sales, and track employee sales in an easy to use digital platform.*

Spokane Valley, WA ([PRWEB](#)) March 29, 2016 -- [MakeItMyAuto.com](#) has been making quite a splash with the launch of its 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, grow accessory sales, and be able to track employee sales in a simple-to-use mobile sales platform.

Once a customer has decided upon the right car, a sales associate can hand the customer an iPad or any kind of device that will present a visual inventory of popular accessories that are compatible to their vehicle. The customer can add or subtract accessories with ease, which can be rolled up into the total cost of the vehicle for financing. This gives the sales associate better opportunity to grow their sales by attaching add-ons to their total sale, which in turn increases the total average selling price per vehicle for the auto dealership.

The MakeItMyAuto sales portal is designed to be useful and simple to use. Dealerships can utilize the tool as a means of reporting accessory add-on rates and total accessory sales per sales employee. In this way, the tool can be utilized as a way of equating add-on success per employee and to provide additional training opportunities for employees as needed.

“MakeItMyAuto delivers a product that accomplishes simplicity for the consumer as well as for sales individuals. Unlike some other products that deliver accessory up sales, MakeItMyAuto gets rid of the complicated extra work needed by the sales staff in order to offer accessory upgrades directly to the customers. It instead focuses on identifying the car model only, while allowing the customer to choose their accessories in a familiar and intuitive manner. The ease of use to transition the sales process from the sales reps’ control and into the consumers hands has led to a very high adoption rate by sales teams, and better tracking and conversions of accessory sales for General Sales Managers.”

- Jason Coffman, Director of Business Development for MakeItMyAuto and Adworkz, Inc.

Peter Chung of Magic Toyota added the following statement in regards to how MakeItMyAuto has reshaped auto sales in the Portland region, “(MakeItMyAuto) 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. Whether they have been with us for years or days, every sales consultant is able to give a simple presentation to our customers . . . Our dealership was recently recognized by JD Powers as having the fastest sales process in the Toyota Portland region. I honestly believe our sales process in no longer or shorter than any other Toyota dealership, but we make the time very relevant thanks to (MakeItMyAuto) . . . (MakeItMyAuto) has led to increase 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 contribute to the success of the product in improving the buying experience and growing profits. By simplifying the way auto dealerships can track accessory sales, as well as making it easier for sales people to present them to their customers, MakeItMyAuto is growing the bottom line for auto dealerships and enabling better overall customer satisfaction and loyalty.



To find out more, visit our [website](#) - or come see us at [NADA, 2016 - booth 3357c](#).



**Contact Information**

**Chad Flesher**

Adworkz

<http://https://www.makeitmyauto.com/>

+1 8772396759 Ext: 223

**Online Web 2.0 Version**

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