5 Easy Steps to Increase Your Commission

Use the Insignia System to present accessories to every new vehicle customer. The following steps will help you do this, as well as connect with and engage your customers. If your dealership employs an Accessories Manager the salesperson should be instructed to introduce them to every customer.

1. Register Your Customer:

Create a customer account in your Insignia system using your customer's first initial and last name as their "Username" and your dealership's name as the "Password".

Example: If the customer's name is John Smith their Username is "JSmith". If your dealership's name is USA Auto their Password is "USAAUTO".

Quick Tip: Use the dealer-jacket information when creating the customer's account "Personal Profile". By referring to the deal-jacket, your customer will not feel any pressure by being asked for additional personal information.

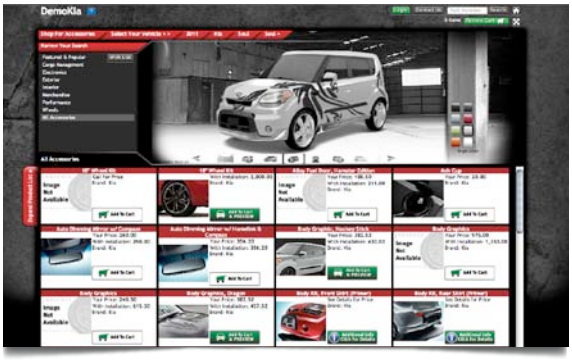
2. Select Your Name:

Be sure to use the "Sales Person" drop down list in your customer's "Personal Profile" and select your name. This will ensure that you receive the commission for the order.

Quick Tip: All sales people should have an account with a "Sales" login level. Your Administrator can create a Sales level account for you if you do not currently have one.

3. Select the Customer's Vehicle:

Once your customer is registered, browse to their vehicle and select the color.



4. Add 1 Item to the Vehicle:

Showing the customer the simplicity of adding accessories to the cart and the vehicle is engaging… they quickly begin to play.

Quick Tip: Select an item with a GREEN button. These items will appear on the vehicle. This approach creates the mindset of "personalizing" their vehicle.

5. Closing the Deal:

Instruct your customer to notify you when they have completed shopping and are ready for checkout. (Note: Customer should not submit the cart until in the F&I office.)

Be sure to follow these simple steps

- Review and confirm the cart with your customer.
- Print the finalized cart.
- Log out of your customer's account without submitting the cart.
- Provide the printed cart with the deal-jacket to F&I.

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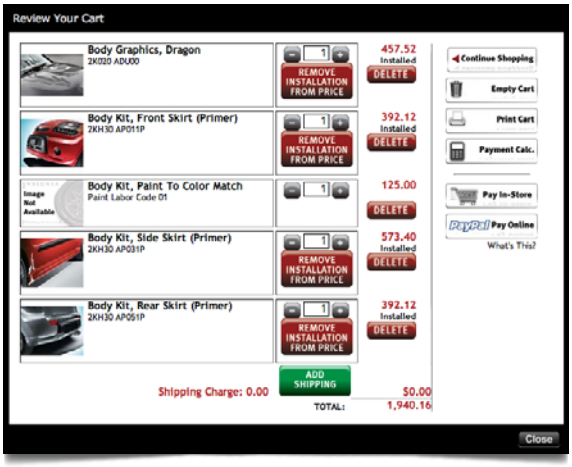
It's in F&I, now what?

Congratulations! The customer has completed their vehicle personalization; you've printed the cart and provided the order to F&I to include the accessories order with vehicle sale.

Submitting the Order:

- F&I manager will log into the customer's account with the customer's first intial and last name as the user name and the dealership's name as password.
- Items are reviewed according to payment options.
- The F&I manager finalizes and submits the cart *(The customer should be asked to change their password to something more secure after the cart is submitted.)*

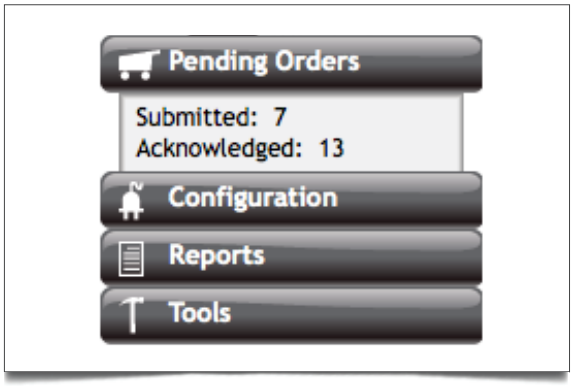


- The F&I manager then prints the final order and places a copy in the deal-jacket for the customer.
- Once submitted by F&I, the accessory order becomes an e-"We-Owe": an auto generated, email notification sent to a dealer-specified distribution list *(This list is found in the Catalog Profile section of your Insignia System. Your System Administrator should set up the distribution list to include: The Accessories Champion, Sales, F&I, Service and Parts Managers.)*

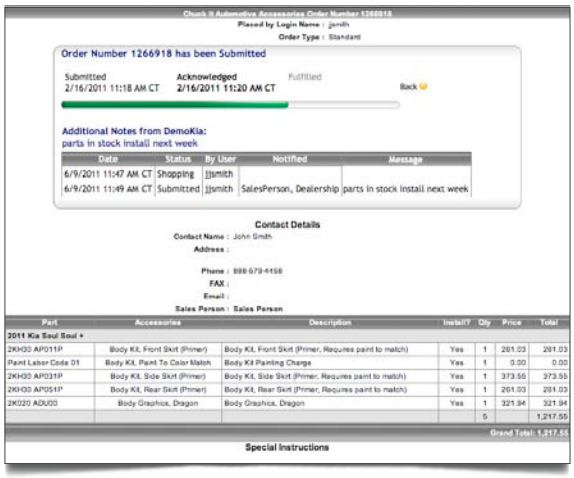
> *"Our company achieved over $15 Million in OE and Aftermarket Accessories sales last year with the Insignia accessories solution."*
>
> *- Larry Branche, Corporate Mgr., Fitzgerald Auto Malls*

Processing the Order:

- The appropriate steps are taken to order parts that are not stocked and schedule service installation.



- Order Acknowledged: Parts Manager can confirm parts are available and initiate Sales Person/Manager and Service Manager to schedule service.



- Service is Scheduled
- Order Fulfilled: When accessories have been installed and vehicle delivered, the order is then closed and placed in "Sales History". Sales commissions should be "realized" at this point in the system as "owed" or collectable.

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