



IDENTIFY ▶ BENCHMARK ▶ DELIVER

The new age sales tool that delivers accurate, fast and comparable vehicle information to customers

GO has been developed for the new age sales person to assist in delivering fast, accurate and comparable vehicle information to customers on the dealership floor.

The currency of choice is information, creating an "instant" generation where patience is at a premium and "waiting" equates to losing.

Millions are spent annually on new model innovation, model launches, advertising, dealership facilities, and product knowledge training all ultimately left in the hands of salespeople, who in today's marketplace can never have all the product knowledge. **GO** provides comparative specifications of competitor models, in both the new and used markets.

At Lightstone Auto, we have a history of creating and maintaining world-class products using the latest technology and trends. **GO** will deliver the following:

IDENTIFY:

- ▶ Select the vehicle model that you want to analyse.

BENCHMARK:

- ▶ Compare within own marque.
- ▶ Compare to a competitor set pre-selected by you; and
- ▶ Free selection where you can choose any competitor.

DELIVER:

- ▶ Email the comparative report to your customer on the spot; or
- ▶ Print a report, customised to the salesperson and the customer, on the floor for the client to take away.

BENEFITS OF THE GO PRODUCT INCLUDE:

- ▶ ***COST SAVING***
Reduce expenses on brochures and spec-sheets.
- ▶ ***EASE OF ACCESS***
On the spot access to an updated vehicle model, specification and pricing database.
- ▶ ***INNOVATION***
Capture customer details and references instantly and deliver instant, accurate comparisons to your customers.
- ▶ ***LATEST SPECIFICATIONS***
The vehicle database is constantly updated providing the latest specification information of your own vehicle range as well as that of your competitors.
- ▶ ***MANAGEMENT REPORTS***
Sales person activity can now be managed daily, thus improving feedback and the accuracy of dealership activity.

GO meets the needs of an educated new generation of buyer utilising crisp, clean and vivid displays. ***GO*** allows the salesperson to up skill themselves to the current specification levels of models available in South Africa.

To install a free demo of the GO product visit:

www.gogetsmart.co.za

alternatively contact Lightstone Auto on

Tel: +27 (0)41 364 0211 or via mail on

gosupport@lightstone.co.za



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