

Supra KeyAdvantage: Campbell Ford loves its Supra KeyAdvantage electronic key management system!

“The KeyAdvantage system has certainly helped us to better manage our inventory. It’s also become a selling point for a prospective salesperson. It’s another very good reason for someone to come here to work. The sales people absolutely love it and, from a management perspective, we love it, too. It eliminates so many headaches of a board-mounted system in the office. We think it’s the best money we’ve spent in a long time.

The sales process is enhanced by having all the keys available at all times. We used to have a wallmounted cabinet in the showroom, and what a mess that was. But we didn’t know any better. If a car is just not getting any action after 30 days, we send it to auction early. We are really on top of the aging. We are using our space for something that will sell, instead of something that’s not moving.”

Doug Campbell, President
Campbell Ford Lincoln, Niles, Michigan

Call 800.889.8295 or
visit www.KeyAdvantage.com

