

## Supra KeyAdvantage:

# Craig Automotive achieves smoother sales process and increased customer face time!

Since implementing KeyAdvantage, there's no more confusion, no more lost keys.

"The used inventory at our dealership is located between the GM and Toyota stores. It was a nightmare trying to find the vehicle keys that seemed to stray from one store to the other. Since implementing KeyAdvantage, there's no more confusion, no more lost keys. The system creates a detailed record of who has shown a vehicle and how many times.

KeyAdvantage also provides great reports. The new Aging Snapshot Access report is particularly helpful because it lets me look at the age and number of times a vehicle has been demonstrated to determine if it is worth keeping. It also tells me that if a vehicle has been shown several times and not sold, there may be problem the customer is seeing that we need to correct.

Overall, KeyAdvantage has helped us achieve a much smoother sales process. The sales staff can spend more productive time with customers and show multiple vehicles instead of running around, searching for keys."

Andy and Joe Craig, Owners  
Craig Automotive, Madison, IN



Call 800.889.8295 or  
visit [www.KeyAdvantage.com](http://www.KeyAdvantage.com)

