

UNJADED

FOR THE ROAD
FORWARD



Jade Terreberry

Senior Director of
Strategic Planning

COX AUTOMOTIVE



Chrisey O'Hara

Vice President
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Autotrader   Kelley Blue Book

JADE TERREBERRY COX AUTOMOTIVE

Jade Terreberry is the Sr. Strategic Planning Director for Cox Automotive, with a focus on our Consumer Brands, Autotrader and Kelley Blue Book. She joined Cox Automotive in 2015, after truly growing up in the automotive industry. She has spent much of her life and career working in the dealership and automotive industry, helping dealers solve the challenges of the business today and planning for the future.

CHRISEY O'HARA AUTOTRADER + KELLEY BLUE BOOK

Chrisey O'Hara is Vice President of Dealer Sales at Cox Automotive, leading a client-facing team of over 500 delivering critical Consumer Solutions to keep automotive retailers engaged and relevant to today's ever-evolving car buyers. A proven leader with more than 25 years of experience in the automotive industry, with 22 years of that with different businesses within Cox, Chrisey excels at driving both exceptional client results and championing Cox's positive culture of inclusion as well as guiding and developing team members. Combining her decades long sales, client and leadership experience, few have contributed more to moving automotive retail business forward into the digital world.

TOPICS

- DISTANCE RETAILING
- MOVING INVENTORY + EXIT STRATEGY
- INCREMENTAL REVENUE
- CONSUMER EXPERIENCE
- GAINING MARKETSHARE
- CHANGED BUYER BEHAVIORS
- AUTOTRADER'S MARKET EXTENSION

COX AUTOMOTIVE

Cox Automotive collects data and insights from first-party web activity. Each year we host a staggering 2.3 billion online visits, manage 80 million leads and sift through 2.9 TRILLION consumer insights.

SHOW NOTES EP3:

Extending Your Market - How to Get Strategic to Drive Profits

00:00 - 01:05 - Introduction

01:05 - 03:57 - *The difference selling vehicles outside your market can make to incremental revenue*

- By opening up your sales opportunities outside your local market, you step into a strategy that's a win for the dealer and the shopper.

03:58 - 07:02 - *Your competitors are reaching into your backyard and extending their markets - how to compete nationally for consumers*

- Dealers need to make a shift in business goals and strategy knowing that buyers are going well beyond their normal search radius to purchase.

07:02 - 11:17 - *The shift in consumer behaviors have led to product developments to drive distance retailing tools*

- Market Extension expands the radius and give additional search results in a market that needs the inventory.
- Capturing additional revenue opportunities and profitability in a push market.

11:18 - 15:10 - *The market is very dynamic right now - Smart Listings - having your listing appear in markets that have a strategic advantage*

- Can look at vehicles VIN by VIN to put the right vehicle in the right market and know where it's going to sell quickly - reducing time on site by 63% and getting in front of ready to buy shoppers.

15:11 - 19:35 - *The big advantages dealers can gain with distance retailing they might not be thinking about but should*

- More profitable exit strategies for aged units - things have changed.
- Access to more trades and acquire vehicles to get the right cars in your inventory.
- These are serious shoppers who are ready to buy, they want your car, they're willing to pay more to get what they want.
- Considering both sides and - recapturing service and fixed operations.

19:36 - 18:45 - *The step by step for dealers to dip their toe into or turn up the dial on distance retailing and providing a captivating experience*

- Test a few deals within a smaller radius - baby step into having more ways to get in front of the consumers that are searching for your car - measure + expand.
- The F.I.E.R.C.E strategy to grow - document one action you can take today and set goals and metrics around them.
- Provide the experience that specific consumer is looking for - meet them where they're at and how / where they want to buy and look into unique ways.

26:22 - 27:30 - *Additional revenue drivers for a push market*

- New ways to get in front of new markets and hang onto as much profit as possible to grow their business and grow interest.

27:31 - 29:26 - Wrap up and closing