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NEW SOFTWARE PUTS VEHICLE SHOPPERS IN THE DRIVER'S SEAT

Vision enables web shoppers to buy online.

(Fresno, CA) Over 200 dealers at last week's RV Dealers Association annual trade show in Las Vegas previewed Vision Selling System's interactive negotiation software and gave it a unanimous thumbs up. Vision software was developed as a way for online RV shoppers to negotiate price in real time with the dealer while on the dealer's website. During a two year test period, over 2,400 sales were successfully processed with Vision and customers gave their experience with Vision outstanding CSI ratings.

Company vice presidents Matt Christensen and Mike McGuire, who were instrumental in developing the software, fielded questions and provided hands-on demonstrations at the show to RV dealers looking for ways to convert more shoppers to buyers and secure greater market share. According to McGuire, Vice President of Sales for Vision, "More and more people these days are buying everything online from groceries to furniture, so why shouldn't they buy an RV online too? When a dealer integrates Vision to their website, the result is a quick, easy and low pressure buying experience, whether the shopper is using Vision online from home or within a dealer's sales center."

According to industry stats, about 80% of people shop online before they buy, and when presented with the opportunity to buy, people will. Christensen added, "Vision enables that opportunity for shoppers, and it helps dealers develop an entirely new and lucrative profit center from what many have considered an advertising expense."

Success with online RV and automotive sales is directly tied to a dealer's ability to step outside the traditional dealership model and give the customer a buying experience that sets it apart from the rest. "Based on the interest we've received," said Christensen, "there are a lot of dealers out there who are ready to break the ranks and move ahead in a hurry."

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