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1 imotive VMP – „Sale Control – Customer Bonding“

The imotive experts and Car dealers work closely together since 1996. We then realised, that the most important function in the industry, namely the profitable selling had hardly been supported by method and IT-systems. imotive VMP solutions have been developed together with our trade partners to increase the revenue of the Car dealers.

VMP goes far beyond the previously existing approach of dealer-management and finance controlling systems, which showed, what had been reached in the past. But the most important revenue drivers in the car dealerships were being ignored or rarely acknowledged. VMP on the other hand is leading exactly to the main question: "Why has this been reached?" Standby times on the yard, discounts, and trade-ins are daily evaluated. VMP makes it possible for management to react immediately to these results by means of margin control and provisions. The car dealerships will proactively work towards profit increase.

The revenue and market relevant factors of VMP are the focus point and can be easily supervised and directly influenced. Because VMP was developed in a practical set-up it will be easy to implement in a car dealership. All persons involved in sales, like CEO, Sales Manager etc., will benefit by VMP. Everyone realises how he will be able to contribute and participate in the success of the business through a performance orientated system of provisions. The goals of all the participants will be in accord with the client's goals. VMP combines thus modern sales motivation with a simple to operate IT-system that is flexible to be modified and to accommodate future changes. A change of thought results: sales persons become entrepreneurs in the company.

The concept for VW/Audi branches presented in this white paper was developed in a two- and a half- year test period at Audi-Centre-Ingolstadt. We would like to thank all employees of AZI that contributed their knowledge, ideas and time in aid of the VMP.

**VMP combines the base processes:
"Sale Control and Customer Bonding"**



2 What does VMP achieve?

VMP combines optimal sales management-methods with an easily to operate IT-system, which integrates itself into existing systems and can be managed cost-effective.

The function modules of VMP are integrated in the operational procedure of the specific car dealership. Through an elaborate rolls and right system each co-worker gains access to information and methods that he needs for his tasks. All VMP modules together support sales, from sales controlling to gaining new customers and eventually keeping customers. We therefore see it as a circuit.

2.1 Customer- and Product-segmentation

A successful planning in a car dealership can only take place, when the amount of customers and of sold products can be accurately measured and be analysed afterwards. VMP therefore offers:

- Differentiated recording and evaluation of customer segments (for example individual and quantity buyer's etc.)
- Differentiated recording and evaluation of individual product and service components: rental cars, used vehicles, service vehicles, leasing, financing, insurance etc.
- The recording and evaluation of further market and product criteria is made possibly.

2.2 Differentiated goal agreement

An exact planning of margins and sales goals yields clear elaborate data for the sales. VMP makes this possible for the individual salesperson as well as the sale team:

- Flexible agreement of goals after market-relevant criteria (customer segments, products etc.)
- Consideration of important goal qualities like conquest from other brands and trade-in quota
- Clearly time-shaped goal supervision on different levels (for example introductory action for new model)

To each salesperson, it is clear on the basis of these goals, what he and why he must reach it.

2.3 Professional margin control

The fixed margins with the manufacturer form the basis for the profits of the car dealership; therefore they are the main factor for the control of the business. VMP offers all necessary functions to controlling and accounting with the manufacturer:

- Awarding of different margins per customer segment and performance component
- Control, whether all margins are completely available
- Post-calculation of margins, for example margins that are normally only certain at the end of the year.

- From analysis of margin scenarios to prognosis of the revenue

2.4 Flexible commissioning

The goal: "Profit increase" can only be reached when a process (as with VMP) of the salesperson control from margin to commission exists and all aspects of the sale are included:

- Commissioning of the total offer "mobility"
- Flexible incentives according to market situation (Commissioning after stand days, minimum commissions)
- Creation of sale incentives at special actions
- Detailed and individually adjustable commissioning
- After, repayment if businesses change after commissioning. Repayment with cancellations
- Commission dividing between several, involved salespersons

Despite this variety, are commission calculations simple and transparent. If the commissions are fixed, the calculation takes place automatically and immediately. Each employee can view his commission account anytime and see: "Which commission did I get for what?" This creates trust into the commission calculation. It avoids dispute between salespersons and the sale management. Also the employee is able to tell by his commission how it stands with the car dealership. He immediately recognizes what he must do, to increase his commission as well as the profit of the car dealership.

2.5 Controlling of goal achievement and profit situation

"You get what you measure" therefore controlling with VMP is a central aid for sales management. With VMP, controlling is made possible on that occasion from different views:

- Customer-related controlling
- Dealer/Sale orientated controlling
- Model-related controlling
- With help of flexible evaluations

The preparation of a SIS (short-term income statement) is also supported by VMP. All relevant data can be put together from VMP in form of an Excel report. The preparation of SIS is fast and in detail possible.

2.6 Business chain analysis

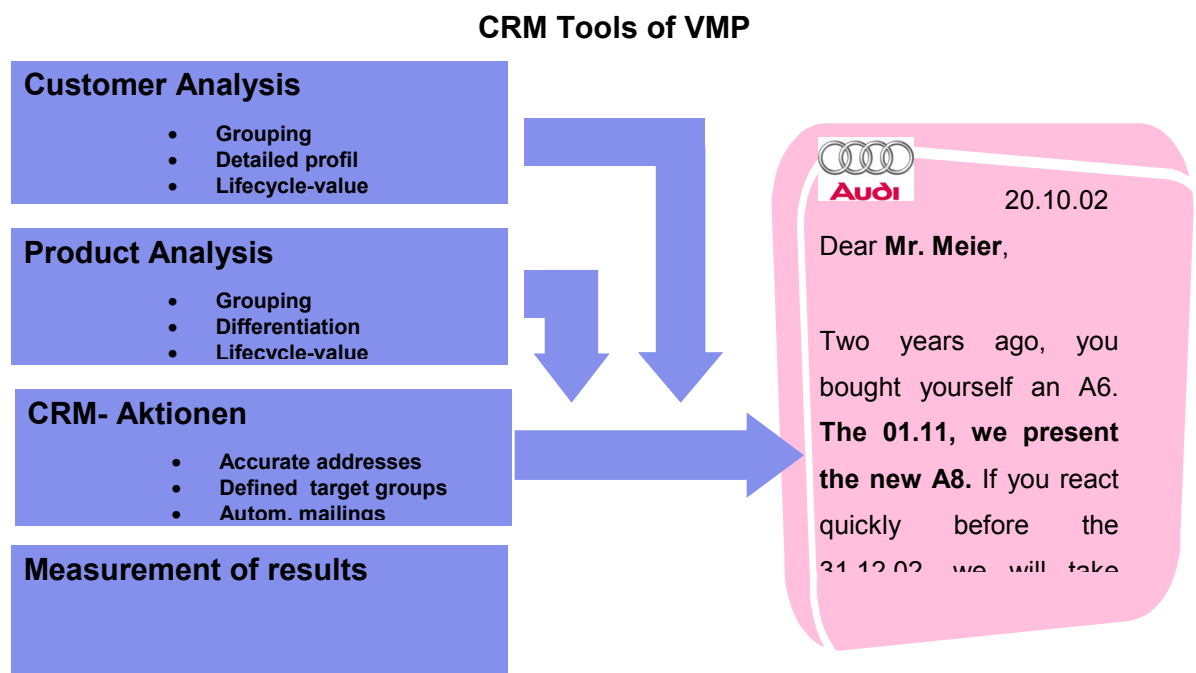
No more the individual sale stands in the centre but all sales that were done with a customer for example new car-sales and second hand car trade-in, leasing or second hand car purchase/sale. Only through this consideration, it becomes clear where profit was made.

- Transparency of structure and quality of all business.
- Economically correct cost systems.

Considering that the correct contemplation of businesses done, commissioning can take place and the correct sale and purchase decisions can be taken.

2.7 CRM activities

VMP makes an aimed CRM possible, in the used all analysis modules connected with simply to serve CRM Tools:



3 How does VMP fit into the VW/Audi dealer community?

VMP was developed precisely for the demand of VW/Audi-Dealers. An installation therefore is possible without programming expenditure. The adaptations to the requests of the individual business are implemented by customizing the VMP. Besides the installation, customizing, the selection and equipment of the optimal sales methods, Imotive also over takes the training of the co-workers. The car dealership gets an all inclusive solution.

VMP adopts data from VAUDIS and avoids thus double input. VMP will work in the future closely together with EVA to support the sales management down to the operative control of the salesperson.

VMP allows the simultaneous sales control of several brands. A business with several locations can be supported by a central sales management, through an individual report system that bases on VMP. An international use of VMP is through Multi-Language, Multi-Tax, and Multi-Currency-capabilities possible.

The car dealership acquires through VMP an important advantage, and that is the continuous improvement through exchanging of Best-Practice with other car dealerships. Know-How can be transferred between businesses through segmentation methods, controlling and commission systems. This can happen through simple exchange of electronic documents. With this method one can immediately trade a "brilliant method of reduction of the stand times" for a "successful commissioning of big customer businesses".

4 Contact

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