

Fixed Ops Retooled for Competition

Sharon Kitzman



Investing in
Fixed Operations



Improving Efficiency
Through Existing
Solutions



Using New
Technology

INVESTING IN FIXED OPERATIONS TO DRIVE PROFITABILITY

- Mobility
- Upgrading service lane technology
- Process alignment
- Facilities



DrivingSales
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EXISTING SOLUTIONS TO DRIVE CUSTOMERS

TO THE SERVICE LANE

- Pure Fixed Operations Advertising
- Target Specific Groups
- Incentivize/Sweepstakes



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— NEW TECHNOLOGY TO ELEVATE — DEALERSHIP PERFORMANCE

- Innovative technology to fulfill dealership needs
- Continuous learning
- Consistency
- New technology to recruit



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Thank you!

Sharon Kitzman

*Vice President, General Manager
Dealertrack DMS*



Sharon Kitzman



@sharon_kitzman



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