

Helion Releases Free eBook: Five Technology Musts to Drive Auto Dealer Sales & Service Revenue

TIMONIUM, MD, UNITED STATES, March 28, 2016 /EINPresswire.com/ -- Timonium, MD -- March 28th, 2016-- [Helion Automotive Technologies](#), a leading provider of information technology (IT) solutions for auto dealers, announced today the release of a free eBook. "Five Technology Musts to Drive Auto Dealer Sales & Service Revenue" reveals the five most critical information technology (IT) priorities for auto dealerships today, and how to optimize these technologies to increase revenue.



Helion Logo

"Many dealers view technology as a money pit; as something that's required but doesn't deliver any return on investment," said Erik Nachbahr, President of Helion Automotive Technologies. "In fact, nothing is further from the truth. Dealers should view their IT spending as an investment that can improve customer satisfaction and drive revenue to the bottom line."

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IT spending is an investment that can improve customer relations and drive revenue to the bottom line

Erik Nachbahr, President

With the right strategy, IT can deliver the following benefits:

- Ability to reach more customers
- Exceed customer expectations and develop better customer relations
- Support communications with vendors, partners and OEMs
- Analyze customer data and use results to guide decision-making
- Streamline operations and improve efficiencies
- Reduce costs by minimizing waste and maximizing profit
- Gain competitive advantage

Helion's eBook showcases five technologies that forward thinking dealers are investing in to increase revenue in sales and service. It reviews each technology, how it's used, how it delivers ROI and specific recommendations for how to implement.

To download a copy of Helion's free eBook, Five Technology Musts to Drive Sales & Service Revenue, click here: <http://bit.ly/1QDdeww>

To learn more about how technology can drive revenue at your dealership, visit booth #5816N at the

NADA Convention & Expo in Las Vegas, NV, March 31st - April 3rd. Make an appointment here <http://bit.ly/1Q3sHa9>

About Helion Automotive Technologies

Helion...Putting Your Dealership in the FAST LANE! Helion Automotive Technologies is a leading IT solutions provider, providing auto dealers with faster, more efficient networks and secure data protection. From managed services to IT assistance and service desk help, Helion offers both short-term IT fixes and long-term planning so dealers can focus on what matters most: selling more cars. Helion has specialized in IT for more than ten years and works with 650+ auto dealers nationwide. Dealers can request a free assessment of their IT needs at www.heliontechnologies.com.

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