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AutoLoop's Jim Maxfield Highlights Equity Mining Sales Cycles & Why Your Best Customers are Ignored at Digital Dealer 21

Retention Through Engagement

CLEARWATER, FLORIDA, UNITED STATES, July 19, 2016 /EINPresswire.com/ -- CLEARWATER, FL – July 19, 2016 – AutoLoop, LLC, the leading provider of auto industry marketing and customer relationship management solutions that successfully drive the Sell, Service, Repeat cycle, today announced that Jim Maxfield, Vice-President Front-End Solutions, has been selected to speak at the 21st Digital Dealer Convention and Expo to be held August 8-10, 2016 at the MGM Grand Las Vegas Hotel & Casino.

Maxfield is a former Naval Officer and veteran of the automotive industry. The son of a car dealer, Maxfield has worked for such notable firms as UCS/Reynolds and Zimmerman Advertising. He has also created several start-up companies over the course of his career, successfully merging technology and marketing within the automotive sphere. In 2016, Maxfield joined AutoLoop to oversee the ongoing growth and development of all current and future products that touch a dealership's front-end.

Maxfield's presentation will be held at 3 pm on August 9 in Room #124. Titled "Equity Mining and Your Sales Cycles: Why Again Are Dealers Ignoring Their Best Customers?", the session stresses the importance of sales techniques over tools and focuses on how dealers use these tactics to make hundreds of thousands of dollars each month. Maxfield explains how successful equity mining has everything to do with the process, the message and your approach—pivoting from the equity mining "calculator" to an interactive sales presentation designed to close the deal.

"As interest in using equity mining as a sales tool continues to grow, so does the number of database mining products promising results," said Maxfield. "My Digital Dealer session is a discussion about processes. You can implement these with existing sales staff today to increase retention and sales while shortening sales cycles. It is a primer on service lane equity mining and proven to deliver buyers for vehicles you already have on your lot."

In his session "Equity Mining and Your Sales Cycles: Why Again Are Dealers Ignoring Their Best Customers?", dealers will learn:

- How to create a new profit center by executing a strategy for the service lane that any salesperson can execute.

- The seven primary contact points with customers and why they are key to increasing sales with both service lane equity mining and database equity mining.

- Why you should shorten trading cycles to increase customer satisfaction while driving profits into your sales department.

AutoLoop has created the industry's only true end-to-end complete single-vendor marketing and engagement solution for streamlining operations and boosting dealer revenue. With full product integration, dealers are able to seamlessly access, utilize, manage and customize program modules, ensuring a streamlined workflow and eliminating the need for multiple products from various vendors.

Dealers interested in learning more about how to optimize the Sell, Service, Repeat cycle through AutoLoop's full customer engagement suite can visit booth #429 at the show, call 877-850-2010 or visit AutoLoop.com.

About AutoLoop:

Since 2005, AutoLoop has helped automotive dealerships nationwide increase sales, improve client retention and achieve overall higher customer satisfaction ratings throughout the Sell, Service, Repeat cycle. With the AutoLoop Customer Engagement Suite—an all-encompassing platform that includes everything from CRM and automated messaging to equity mining, service scheduling and more—AutoLoop is the industry's first and only single-vendor, end-to-end marketing and engagement solution. An Inc. 500 company with nearly 50 million names in its database and over a billion individual communications initiated, AutoLoop is passionate about being America's best customer retention partner for progressive dealerships.

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