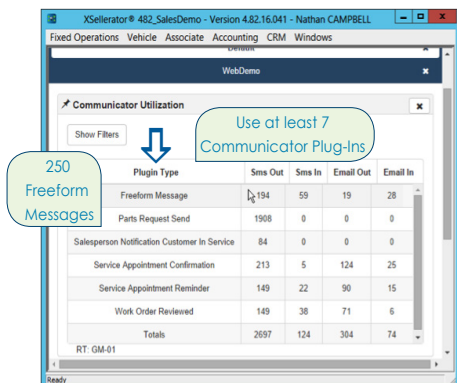


MESSAGE FROM MAURY

Quorum is continuing to set corporate goals in 2016 for our customers' utilization of Communicator and Make More Money (M3). This year we are also setting goals for the usage of XSELLERATOR™'s Sales CRM functionality. We have learned that nothing we add to our DMS is successful unless our dealership customers (you) take advantage of it. In this article, I'll explain our goals in this area, and why they are important to you.

- **Communicator** – Communicator is our two-way text and email service that allows you to communicate with your customers the way they want to be communicated with.



250 Freeform Messages

Use at least 7 Communicator Plug-Ins

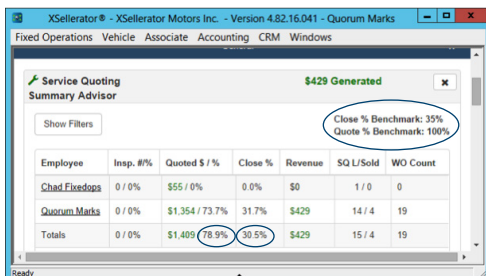
Plugin Type	Sms Out	Sms In	Email Out	Email In
Freeform Message	194	59	19	28
Parts Request Send	1908	0	0	0
Salesperson Notification Customer In Service	84	0	0	0
Service Appointment Confirmation	213	5	124	25
Service Appointment Reminder	149	22	90	15
Work Order Reviewed	149	38	71	6
Totals	2697	124	304	74

Our goal is to reach 5.0 Million messages processed through Communicator in 2016. In 2015 your dealerships collectively sent 3.26 Million messages, so our target is an increase of 53%! To measure your own Communicator usage for your dealership you can use the Quidget shown here. We are striving to help our dealerships use at least 7 Communicator Plug-Ins and generate a minimum of 250 free-form messages per month. Free-form messages are very powerful and can be used, for instance, to send your customers their work order or part sales invoice. Additionally, we are looking for our dealerships to increase their capture rate of emails and cell phone numbers for their customers to 80%.

For help using the Quidget shown in this article or with understanding any of these targets for your dealership, please contact our Support Centre. You can also find information on the Dealer Resource Center (DRC) or for eQUIP subscribers we have a great course on Communicator in March – [click here to register](#).

If your dealership is not taking advantage of Communicator, please call 1-888-267-6180 ext. 376 or email WoodfordT@QuorumDMS.com to get started.

- **Make More Money (M3)** – Quorum has developed 10 different measurable M3 toolkits that will drive revenue for your dealership. Our favorite M3 toolkit is the Vehicle Inspection / Service Quoting Process (VIP).



\$429 Generated

Close % Benchmark: 35%
Quote % Benchmark: 100%

Employee	Insp. #%	Quoted \$ / %	Close %	Revenue	SQ L/Sold	WO Count
Chad Fiedorops	0 / 0%	\$55 / 0%	0.0%	\$0	1 / 0	0
Quorum Marks	0 / 0%	\$1,354 / 73.7%	31.7%	\$429	14 / 4	19
Totals	0 / 0%	\$1,408	78.9%	\$429	15 / 4	19

Our goal is to reach \$10 Million in sold customer pay service and parts revenue in a month across all the dealerships that are trained on the VIP process. In Jan 2016, the 75 trained dealerships reached \$4.25 Million – so our ultimate goal is a 135% increase by the end of 2016. To measure performance at your dealerships you can use the Quidget shown. The two critical metrics for VIP that you want to focus on (which are the drivers in the process) are:

- Quote % - the number of quote lines your dealership creates divided by the number of customer pay work orders
- Close % - your total \$ sold divided by the total \$ of quotes provided to customers.

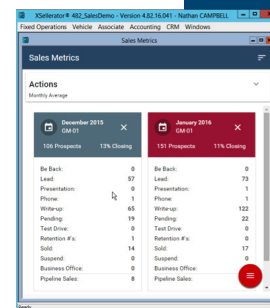
The dealerships that are **good** at the VIP process have a Quote % of 100% and a Close% of 35%. The dealerships that are the **best** at the VIP process have a Quote% of 150% and a Close % of 35%. Note that the benchmarks that show on the Quidget at your dealership can be adjusted to suit your specific targets – just call support and tell them what you want your benchmarks to be.

If your dealership wants to get started on training on the VIP revenue generating process, or if you want to learn how to improve your Quote % and Close % you should contact our Services Delivery team at Training@QuorumDMS.com or call 1-888-267-6180 ext. 515.

- **Sales CRM** – The Sales CRM functionality embedded within XSELLERATOR has been dramatically enhanced recently. If you are thinking about buying a 3rd party CRM tool (such as DealerSocket or VINsolutions), you need to take a look at our Sales CRM before you make a decision. A significant advantage to using our Sales CRM is that the software does not cost you any more money – you just need set-up the users and pay for training for your staff. And, it is a fully integrated part of XSELLERATOR (versus passing data back and forth, which is fraught with inefficiencies and data integrity issues). Imagine not having to pay extra for Sales CRM and not having to maintain another system for Sales CRM.

In V4.82 we are introducing new metrics so that we can help dealerships drive in more prospects and help them identify process breakdowns that can reduce their vehicle sales closing ratios.

If your dealership wants to use an integrated CRM system to help sell more vehicles, you really need to contact Quorum's Services Delivery team at training@quorumdms.com or call 1-888-267-6180 ext. 515.



Sales Metrics

Monthly Average

December 2015	January 2016
131 Prospects	131 Prospects
13% Closing	13% Closing
Be Back: 0	Be Back: 0
Lead: 57	Lead: 79
Presentation: 0	Presentation: 1
Phone: 1	Phone: 1
Write-up: 68	Write-up: 122
Pending: 19	Pending: 32
Test Drive: 0	Test Drive: 0
Retention #1: 1	Retention #1: 0
Sold: 14	Sold: 17
Suspend: 0	Suspend: 0
Business Office: 0	Business Office: 0
Pipeline Sales: 8	Pipeline Sales: 6

In my upcoming webcast on April 26, 2016 I will be showing you Quorum's first completely mobile **Apps**. We have a new Communicator, VIP and Sales CRM app – **so I will cover three Apps in the webcast**. This is an exciting time as we provide you the first tools to allow you to go more mobile. Please see next page to register.

Sincerely,



Maury Marks
President & Chief Executive Officer



next webcast with Maury

JOIN US Tuesday, April 26, 2016

~ Communicator, VIP and Sales CRM mobile APPS ~

USA Customers 10:00 am MDT
9 am PDT / 11:00 am CDT / Noon EDT

CDN Customers 1:00 pm MDT
Noon PDT / 1:00 pm CST / 2:00 pm CDT
3:00 pm EDT / 4:00 pm ADT / 4:30 pm NDT

USA CLICK HERE TO REGISTER

CANADA CLICK HERE TO REGISTER

QUICK TIP:



Did you know ...that you have the ability to customize your Forms List inside a vehicle sale? If you have multiple people that print Vehicle Sales forms and/or contracts, but each are responsible for printing off different forms and/or contracts, then they can simply check the "hide" box next to the forms they do not wish to see in their list. This is useful so they don't see any forms and/or contracts they have no need for and will allow them to easily see only the ones they need. This feature is customizable for each user. If you have questions please contact our sales support team.

**Quorum will be at the NADA 2016 Convention
in Las Vegas this April 1st – 3rd at Booth #2859C.**

If you plan on attending, please schedule some time with us in our booth to see what's new with XSellerator and to get a quick look at your utilization. To reserve your demo, please visit

www.QuorumDMS.com/NADA2016

When you schedule and attend your demo, you will receive a \$50 AmEx gift card from us as a **Thank You for your time.**



Meet GREG KOLECKI



Greg Kolecki has an extensive automobile background including working for various dealerships (Ford, General Motors, and BMW) in parts and service, plus running a 14 bay shop as Fixed Operations Manager. Priding himself on developing efficient business process to streamline operations to maximize dealership profit, Greg joined Quorum 11 years ago as a core part of our Support Team. During his time with Quorum, he has completed XSellerator training in over 150 of your dealerships.

Greg's favorite part of his job is developing comprehensive work flow processes to ease daily tasks, and he has a unique ability to quickly identify challenges, design solutions and implement strategies to resolve them. He loves fitting XSellerator's functionality into each unique business.

He has made it his mission to educate non-Quorum dealers on what they are missing by not utilizing XSellerator's product features, which is why as of April 1st, Greg will be taking on a newly formed role within Quorum: Software Solutions Consultant. His main objective will be showcasing XSellerator to prospective Quorum customers.

Cars are Greg's passion. He loves tinkering with them, racing them, building them and fixing them!

4.8.2 HIGHLIGHTS

4.82 Preview of Smaller Enhancements/Fixes...

In most of our new version highlights we tend to focus on the big projects. 4.82 does have a record number of projects and you will see more on these as we draw closer to general release – currently planned for Spring 2016. However, for this newsletter, we will focus on some of the smaller enhancements that you can expect to see in the coming release...

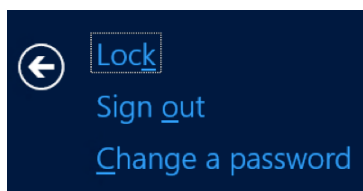
- A new flag in the Associate window (called 'Sales Staff') determines whether an employee shows in the Sales Planner. This should greatly reduce the list in the Sales Planner.
- Customer Prospects - while creating a new customer prospect, if you select a customer that is already an existing open prospect you will get a window to select them.
- Open-ended vehicle searches are no longer permitted from the Sales Planner/prospect window, which will improve overall performance in this window
- You can create a Business Office template to create tasks for a customer prospect once their vehicle sale is set to Business Office status.
- The vehicle sales residual window will now have a drop down for the anticipated annual usage. This will be populated dynamically depending on the dealer's franchise and country.
- You can now sort by Date Entered on the Sales Planner prospects tab.
- The field security history will now be updated whenever a part is successfully deleted on the part sales window. This offers greater tracking of this action versus previous versions.
- The following inventory reports now feature export functionality:
Inventory Activity Report
Inventory Aging Report
Inventory Location/Supplier Report
Inventory Stock Report
Inventory Slow Moving Parts Report
Inventory Special Order Report
- For the Work Order Sales by Advisor and Work Order Sales by Technician Quidgets you can now drilldown to detail reports to view the data behind the summary numbers provided.
- For the Work Order Sales by Advisor and Work Order Sales by Technician Quidgets we have added Department dropdown filters.
- For the Campaign Lookup Summary Quidget you can now drilldown to a detail report to view the data behind the summary numbers.
- Associate Search Quidget now limits the search to a 1000 results. If more are found the user will be provided with a message asking them to restrict their search. This will reduce the risk of performance issues associated with open searches.

NETWORKING TIP...

Resetting Your Quorum Password on Server 2012

To change your Quorum password just follow this procedure:

1. On the Quorum desktop, double click the Change Password icon.
2. You will be prompted to either Lock, Sign out or Change a Password. Click on Change a password.



3. Next, you will be prompted to enter the Old password (current password) and a new password (twice). Then press enter.
4. You will get a prompt that the password has changed.

****NOTE**** You can only change your password if you know your current password. If you do not know your current password, you will have to contact the dealership's UMA Administrator and they can reset your password.

WELCOME TO OUR NEWEST CUSTOMERS

[Portage Toyota](#) – Portage La Prairie, MB

[Heartland Toyota](#) – Williams Lake, BC

[Sunset Country Ford](#) – Fort Frances, ON

[Elgin Chrysler Dodge Jeep Ram](#) – St. Thomas, ON

[Peterborough Hyundai](#) – Peterborough, ON

[Peterborough Subaru](#) – Peterborough, ON



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