



ACCESSORY SELLING IN THE NEW LANDSCAPE

Tips and tricks to navigate the “new normal.”

May 2020

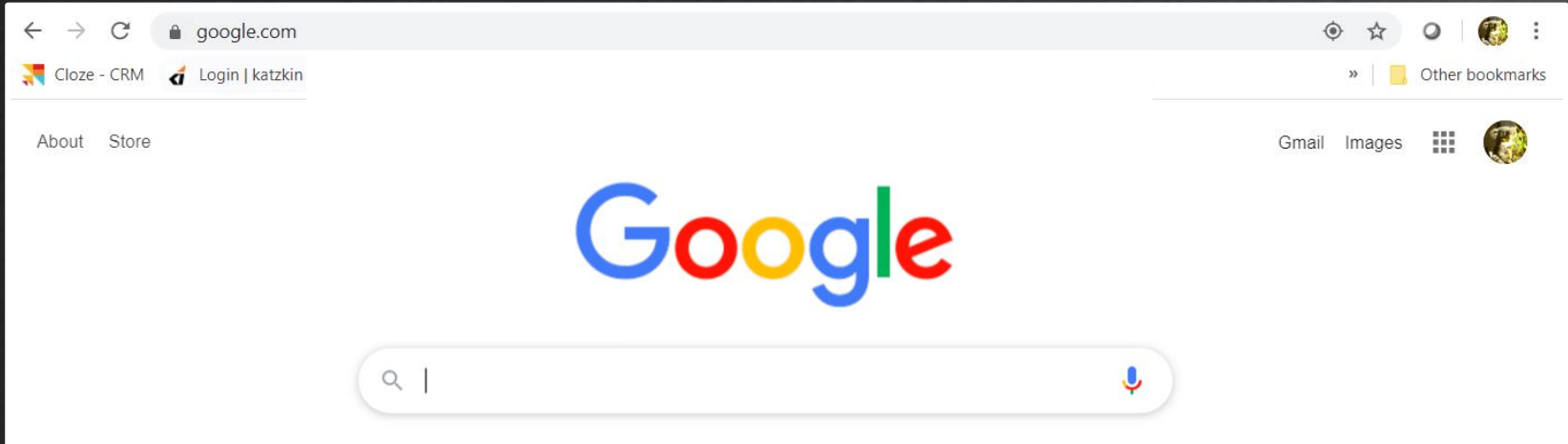
THE DEALERSHIP'S FRONT DOOR HAS MOVED...

katzkin
AUTOMOTIVE LEATHER



THIS IS THE NEW FRONT DOOR . . .

Your customers are spending hours researching the car or truck they want **HERE**, before ever contacting you.



“Tens of millions” of shoppers are still involved in the car-buying process — they’re just doing it online and looking for other avenues to transact or work with dealers besides in-store visits, as cleanliness concerns and stay-at-home mandates mount.

EVEN IN A PANDEMIC, CONSUMERS ARE BUYING

According to **cars.com**, the main motivators for buying a vehicle right now are:

- A desire for something newer
- The fact that current deals are just too good to pass up
- Needing a replacement vehicle due to an accident or their car breaking down
- An increase in unease for public transportation and ride-share services.

*Cars.com surveys conducted March / May 2020

THE WAY WE BUY AND SELL VEHICLES IS CHANGING

- How do we **help** customers find and purchase the vehicle they want?
- How do we meet the **price/monthly payment demands** of aggressive online buyers and maintain profitability?
- How do we **capture sales** with large variations in key model and trim inventory?
- How do we create **exceptional dealership value** to potential customers?

Making meaningful changes can mean big profits!

CREATE THE PERFECT VEHICLE

If your buyer requests a trim package with remote start, the tow package and a new leather interior, they can have all three, and you can meet their monthly payment goal.

Find the cloth truck and add leather – problem solved.



TRIM LEVEL ECONOMICS

CREATE A MID-RANGE
TRIM LEVEL WITH LEATHER!

Toyota Tundra
CrewMax SR5
MSRP \$35,245
Factory Cloth Standard



Toyota Tundra
CrewMax Limited
MSRP \$42,270
Factory Leather Standard



MAKE MONEY & SAVE THE
CUSTOMER THOUSANDS!

STX



- Remote Keyless Entry System
- Cruise Control
- 2 Smart-Charging USB Ports
- 20" Machined Aluminum Wheels and 275/55R20 All-Season Tires
- SYNC 3 with 8" LCD Touchscreen
- Apple CarPlay™ and Android Auto™ Capability
- Black Honeycomb Grille with Body - Color Surround
- Body-Color Front Fascia and Bumpers

MSRP Starting at **\$39,385**

STX - AUTOGEAR EDITION



AutoGear EQUIPPED

- **Katzkin Leather Interior**
- **Tonno Pro UltraFold™ Tri-Fold Tonneau Cover**
- **WeatherTech FloorLiners, 2-Row**
- Remote Keyless Entry System
- Cruise Control
- 2 Smart-Charging USB Ports
- 20" Machined Aluminum Wheels and 275/55R20 All-Season Tires
- SYNC 3 with 8" LCD Touchscreen
- Apple CarPlay™ and Android Auto™ Capability
- Black Honeycomb Grille with Body - Color Surround
- Body-Color Front Fascia and Bumpers

MSRP Starting at **\$42,128**

LARIAT



- Remote Keyless Entry System
- Cruise Control
- 2 Smart-Charging USB Ports
- 20" Machined Aluminum Wheels and 275/55R20 All-Season Tires
- SYNC 3 with 8" LCD Touchscreen
- Apple CarPlay™ and Android Auto™ Capability
- Factory Leather Interior
- Push-Button Start
- Adjustable Heated & Ventilated Front Seats

MSRP Starting at **\$44,060**

COMPARE & SAVE

OFFERING LEATHER UPGRADES CREATES DEALERSHIP VALUE

THE BENEFITS OF LEATHER

97% of consumers don't know the leather interior option exists for cloth cars.

3 out of 5 would add leather interior as an option if offered during the purchase process.*

LEATHER AVAILABLE



COMFORT

Ease of flexibility and movement while driving.



MAINTENANCE

Easy to keep clean and doesn't absorb germs like cloth.



DURABILITY

Leather is a natural material made of densely-packed fibers.

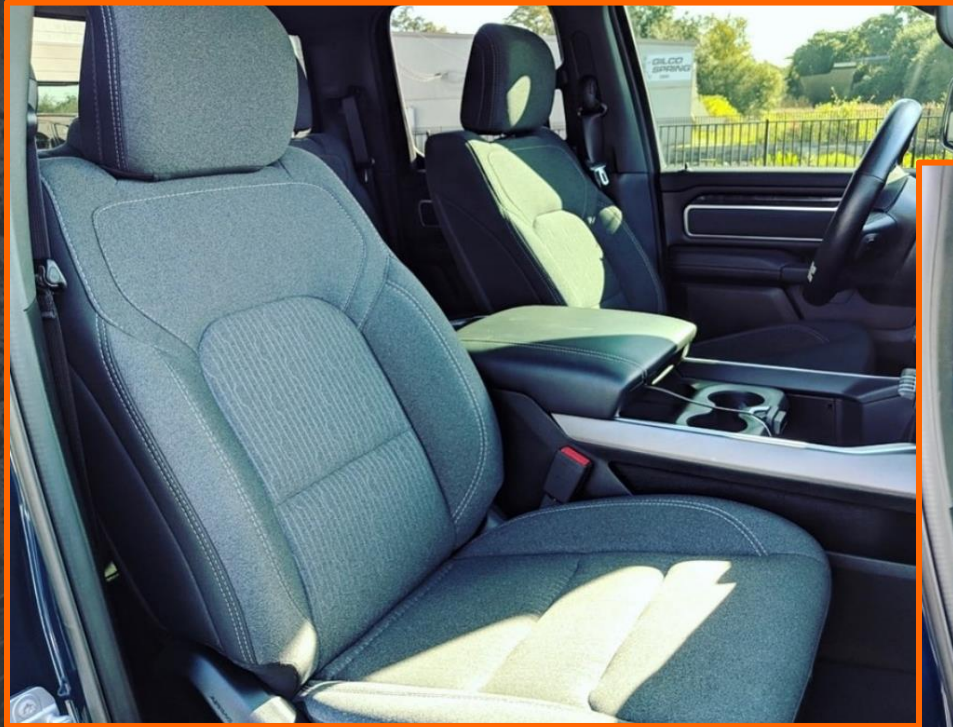


AFFORDABILITY

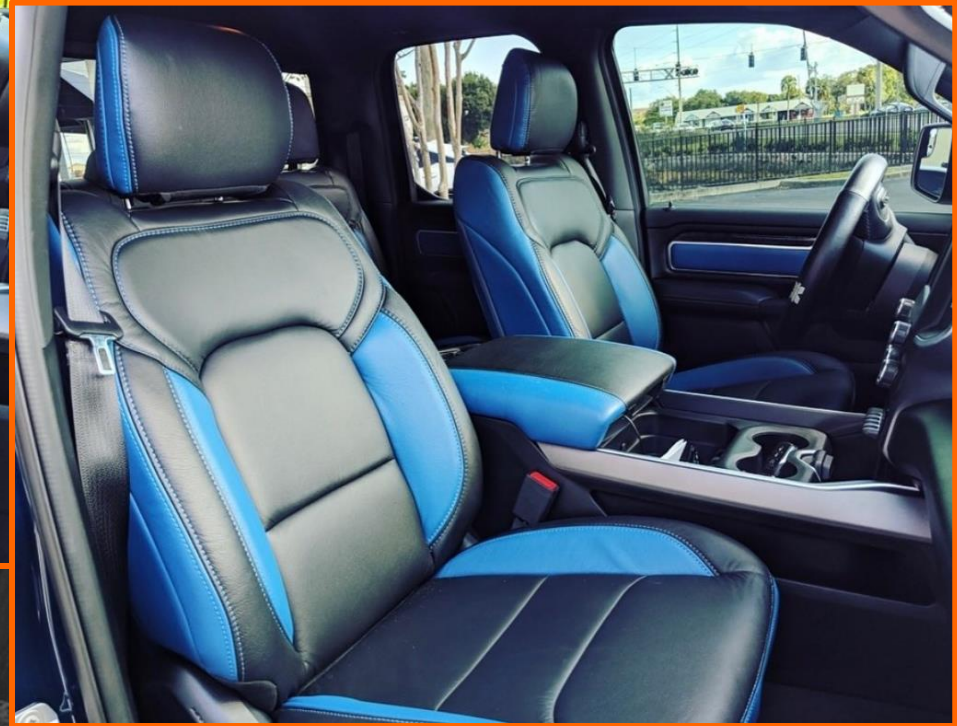
A brand new leather interior can be financed at the time of purchase.

katzkin[®]
AUTOMOTIVE LEATHER
Love Your Drive

Leather is Transformational to the Vehicle Interior.



BEFORE



AFTER

DOWNLOAD the free Katzkin app for all of the digital tools you need to support your online customers!



USE www.katzkintoolbox.com for PC based access.

CAPITALIZE ON THE LEATHER UPGRADE OPPORTUNITY

1. Install the Katzkin App on mobile devices
2. Save www.katzkintoolbox.com on all computers
3. Hold a training session with all BDC/Sales team members to explain the opportunity and the available tools.

TEST AND MEASURE THESE IMPLEMENTATION STRATEGIES

- Offer trim upgrades as an alternative option at initial customer inquiry.
- Offer Upgraded lower trim models as options in E-Replies and to re-engage warm/cool leads.
- Stock (and feature) low/mid trims with leather to offer exceptional value to online shoppers.
- Manage inventory shortages on top-trim models by accessorizing mid-trim options with custom interiors.
- Diversify your pre-owned inventory, leather makes it new again inside.
- Create incentives for your team to capture the profit potential.
- Expand the successful practices to maximize your opportunity.



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THANK YOU

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"Digital retailing, home-delivery options, increased comfort and reliance on chat tools to connect with shoppers in real-time and enhanced engagement with social channels are very valuable mediums for dealers to generate sales during this challenging period."



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Move Your Metal

