



# VEHICLE DEALERSHIPS

## Big Picture™ for Dealership Management

Don Bessette Automotive Group, a multi-location vehicle dealership, needed a professional website to engage in next-generation online dealership business. They chose Big Picture Software to launch their new online presence.

// We are now able to get viable leads from the website. Big Picture™ Software is vastly superior to our old solution.

- Kristi Burgess,  
Finance Manager  
Don Bessette Motors



From managing finance applications to controlling your inventory, Big Picture™ provides the tools you need for a successful dealership.



# VEHICLE DEALERSHIPS

Big Picture™ Vehicle Dealership software helps you manage your...

## Inventory

Manage vehicles via the web interface with automated vehicle featuring and image generation.

- Standard Inventory Management: Admin, Display, Searching, Images, Featured Items, Call to Action. Supports thumbnails, category management, options management.
- One administrative site can manage multiple dealership locations.
- Integrates with your internal dealership management system, automating inventory synchronization.
- Retain customer contact info, payment calculator, email a friend, make an offer, related vehicles

## Staff

Manage staff for multiple departments.

- Service, Sales, Parts etc. pages display relevant staff, department heads.
- Contact forms allow customers to contact staff without making email addresses public on website and subject to spamming.
- Staff data includes name, phone, email (hidden), photo (thumbnail and larger), categorized by dealer location.

## Specials

Offer dealership and factory specials.

- Rebates, coupons, ads.
- Specials can be displayed on relevant department pages.
- Specials can be tied to vehicle models and displayed when appropriate.

## Printable Brochures

Customers or staff can print brochure of car, containing multiple images and sales contact info.

- Customer downloads PDF from vehicle display.
- Sales person prints PDF out containing vehicle data and his photo and contact info.

## Finance

Accept secure credit applications online.

- Data is encrypted with secure certificate.
- Notifies finance staff of new application.
- Staff view applications online securely.
- Download and export to internal software, or to external websites for processing.
- Interface with partner banks.
- Finance calculator, viewed from vehicle details.

## Job Opportunities

Advertise open positions.

- Prospects can apply online.
- Manage multiple job openings.

## Parts & Service

Maintain a dynamic parts & service department.

- Manage an online Parts Catalog
- Customers may request service appointments.
- Service Requests contain customer name, email, phones, best time to contact, vehicle data, type of service, best time for appointment.
- Staff receive notifications of new requests, schedule the appointment, website automatically notifies customer and sends out periodic reminders.

## Website Redesign

Redesign the website to offer a professional, streamlined look-and-feel and enhanced services.

- Customize a templated design with your logo and colors.
- Or have our designers mockup a custom look, or work with your ad agency and marketing department.
- Project Management and Business Analysis
- Support and Training



## Advanced Features

Enhanced Features for High Power Dealership

- Fully integrated CRM for direct mail campaigns, managing customers and leads.
- Customer Surveys
- Parts Catalog & Shopping Cart
- Scheduling module for service and sales appointments
- High end custom Website Design
- Website Marketing: pay-per-click campaigns

## More...

- Display featured specials and vehicles on home page
- Manage News articles with teasers on home page
- A contact form allows customers to safely email staff
- Testimonials of satisfied customers
- Enterprise-level hosting of your website and email

**Our customized solutions give you options tailored to your needs!**