

## WEB SOLUTIONS

# Cooper Solutions: Helping you work more efficiently

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**Y**ou'll know more than anyone there's more to being a car dealer than just advertising a car at a hefty mark-up, selling it to an unsuspecting punter, and moving onto to the next motor.

Being a car dealer may involve working with

cars, but the real job is working a well-organised business that turns over profit.

For years, dealers have relied upon dealer management systems to take care of a whole variety of important functions in a dealership – but a dealer management system won't be the solution to all of your problems. Often, you'll need a little help to get the most of your dealership system and, more importantly, to ensure your business is running as efficiently as possible.

This is where Cooper Solutions come in. 'We help dealers niche around their DMS,' says Barry Cooper, Cooper Solutions' director. 'Our products are as simple and straightforward as possible to enhance a dealer's profitability and efficiency.'

Cooper Solutions has been offering dealers web-based solutions for the last 11 years, and their expertise ranges from enhancing customer service to increasing management control. Their products are designed to work with existing dealer management systems such as ADP Kerridge to ensure the best possible user experience.

The firm can offer three products tailored to make sure a dealer's sales process as efficient as possible.

The first is FullControl. 'The clue's in the name,' says Cooper. 'FullControl gives dealers complete control over their used car stock.

It monitors a car from its preparation time, the number of days it's sitting on the dealer's forecourt, the selling price adjustments to the gross profit achieved – it's the complete solution.

It sounds very simple and quite often a spreadsheet would do a similar job. But FullControl contains information and data that, if you asked a dealer tell you about, probably couldn't. FullControl is suitable for all sorts of dealers, and is a favourite among BMW dealers – they've been using FullControl since 2003.

Do you need full insight into your business's

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Our products are as simple and straightforward as possible.

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operational costs? Web-based application FullForecast focuses on giving dealers real insightful data on management accounts, daily operating control, and it's a management forecasting tool.

FullForecast – one of Cooper Solutions' most popular products – works by extracting data from a DMS to produce an online DOC showing costs and revenues, meaning that each department within a dealership can stay in full control of what's going on. It also provides a daily financial picture of month-to-date and year-to-date aiding forecasting, and does much, much more.

What's the benefit of this? It's all about transparency, and allows the decision-makers to know exactly what's going on.

FullAuction is another Cooper Solutions product that can make a dealer's sales process run more smoothly. Need to get rid of a part-exchange quickly and simply? FullAuction can help.

In essence it's a trade-only, vehicle auction website that works with a dealer's DMS to quickly upload a car's data saving time, and features an intelligent proxy system. For registered buyers it's completely free and there's only a small seller's fee of between £35 and £55 per unit based upon the selling price.

Another advantage is that dealers can liquidate trade cars within a week, and dealers receive a full portfolio of buying and selling performance analysis reports.

And in these difficult economic times, more dealers are turning to Cooper Solutions for help.

With big names choosing Cooper Solutions, perhaps it's time you worked with them too in your sales process.

