

## Suzuki

### The Problem and Challenge for Suzuki was:

- To improve sales of accessories and overall profit in the Dealership
- Provide distinctive competitive advantage
- To assist owners and managers to improve salesperson performance and consistent sales approach
- The need of sales application that could be updated continuously over the Internet and extended on line.
- And allow customers to select all products and be able to visually configure in real-time any accessory or color, which resulted in millions of combinations

 **SUZUKI** One of world's "Big Four" motorcycle makers



### EON solved Suzuki's problem:

- With the use of EON Sales Assistant™. It is visually driven configuration and sales and also has an integration capability to the financial estimator and quote.
- With EON Server Suzuki can manage and track in real-time the configuration process of the accessories and colors as well as the parts updates
- And with EON's ease of use, rapid interaction creation and reusability provided content production cost savings

### The EON Solution gives Suzuki many Key Benefits. Suzuki can now:

- By using the visual configuration sell more accessories and extended warranties
- Show all accessories on a motorcycle without increasing dealerships stock
- Innovative and exciting application provides distinctive competitive advantage in the multi brand Dealership environment
- Have a consistent product sales presentation approach and improved salesperson performance
- Get customer feedback by tracking behavior and choices, excellent market research tool
- And decreased product returns by get it right the first time

*"The Suzuki Sales P.R.O. is not only for sales people, the unique reports and tools will assist owners and managers with increasing salesperson performance and increasing profits." Mel Harris Vice President of Suzuki Motorcycles and ATV's*