

THOMPSON BUICK GMC CADILLAC • RALEIGH, NC

2% → 10%+ INTERNET CLOSE.

A branded VIP experience that quintupled internet conversion
— and set the highest front-end gross in dealership history.

Thompson was generating strong internet lead volume but converting at just 2%. Over eight months of monthly onsite consulting, Pinnacle co-built a branded customer experience that lifted the internet close rate above 10% and held it there for four straight months — while front-end gross reached an all-time dealership high.

2 → 10%+

INTERNET CLOSE RATE
+400% improvement

\$7,000

FRONT-END GROSS / COPY
All-time dealership high

8 mo

MONTHLY PARTNERSHIP
Continuous improvement

ENGAGEMENT
Onsite Training

DURATION
8 Months

CADENCE
2-Day Monthly Visits

MARKET
Raleigh, NC

01 — THE CHALLENGE

HIGH VOLUME, ROCK-BOTTOM CLOSE.

Thompson generated strong internet lead volume but converted at just 2% — no standardized process, no differentiation, and a digital experience disconnected from the showroom in a crowded Raleigh market.

THE COST OF THE GAP

At a 2% internet close, the store sold 2 of every 100 internet shoppers — while paying to generate all 100. In a market this crowded, that gap was the whole game.

INTERNET CLOSE

2%

A fraction of lead potential.

PROCESS

INCONSISTENT

No shared rep standard.

EXPERIENCE

DISCONNECTED

Inquiry and showroom split.

DIFFERENTIATION

NONE

Just another Raleigh store.

02 — THE APPROACH

A BRANDED EXPERIENCE.

Over eight months of monthly onsite consulting, Pinnacle co-created the Thompson Customer VIP Experience — a dealership-wide identity shift integrated into every touchpoint, not scripts in a binder.

PILLAR 01

**VIP EXPERIENCE
FRAMEWORK
EXECUTION**

A branded journey — dedicated consultant, flexible scheduling, and curated vehicle prep.

PILLAR 02

**SCRIPT &
OBJECTION
MASTERY**

Thompson-specific scripts, layered objection handling, and a custom “Call for Pricing” rebuttal.

PILLAR 03

**WEBSITE &
BRAND
INTEGRATION**

The website rebuilt around the VIP model so web and showroom finally match.

PILLAR 04

**ONGOING
MONTHLY
REINFORCEMENT**

Two-day monthly visits — coaching, training, onboarding, and accountability reviews.

03 — THE RESULTS

SUSTAINED PERFORMANCE, NOT A SPIKE.

INTERNET CLOSE

2 → 10%+

+400%

FRONT-END GROSS

\$7,000

dealership record

SUSTAINED

4 MONTHS

above 10%

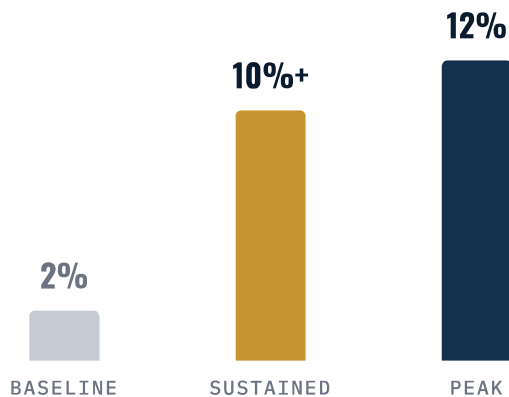
PEAK MONTH

12%

single-month high

INTERNET CLOSE — BASELINE TO SUSTAINED

Four consecutive months above 10%, with no regression.



THE VIP EXPERIENCE

THE THOMPSON DIFFERENTIATOR

PROMISE 01

DEDICATED CONSULTANT

One point of contact from first inquiry through final paperwork — no hand-offs.

PROMISE 02

FLEXIBLE SCHEDULING

The dealership, the customer's home, or wherever's easiest — the experience comes to them.

PROMISE 03

CURATED SELECTION

Vehicles handpicked, detailed, and prepared in advance — every appointment feels deliberate.

WHY IT HELD

Four straight months above 10% — with front-end gross at an all-time high — proves the lift is process-driven, not a short-term training bump. The VIP language now lives in the website, the marketing, and the showroom alike, so every touchpoint reinforces the same promise.

04 — OUTCOME SUMMARY

WHAT CHANGED.

2 → 10%+INTERNET CLOSE
+400% improvement**\$7,000**FRONT-END GROSS
All-time record**12%**PEAK MONTH
Single-month high**8 mo**PARTNERSHIP
Continuous
improvement

WHY IT WORKED

- A branded experience gave the team an identity to execute against — not just scripts to memorize.
- Website, marketing, and showroom all speak the same VIP language across every touchpoint.
- Monthly reinforcement prevented the training decay that kills one-off workshop results.
- Objection handling was customized to Thompson's "Call for Pricing" inventory format.

WHAT'S NEXT

- Cadillac lead-coverage expansion, managing both brands through the staffing transition.
- Push internet show rate toward the 65–70%+ target range.
- Service BDC launch once the sales foundation is fully stabilized.
- Formal consulting agreement for long-term partnership continuity.

Four straight months above 10% with record front-end gross — that's what happens when the process is branded into the customer experience and reinforced every single month, not taught once and forgotten.

Book a 15-minute teardown of your internet leads and showroom handoff.

(704) 471-4634 · TRAINING@PINNACLESALESANDMAIL.COM