



elead

# Brewbaker



# CDK Elead CRM Is Loved by Customers at Brewbaker Auto Group

As General Manager of Brewbaker Auto Group in Montgomery, Alabama, Erick Wicklund manages over \$70 million in annual revenue and 120 employees. He knows that one of the keys to a more efficient Sales operation is having a CRM system that's fully integrated. And that's why he's a huge believer in CDK Elead CRM.

## How Does Elead Stand Out From Other CRMs?

Wicklund has worked with other CRMs over the years that didn't integrate with all lead providers. This caused delays and frustration, and eventually led Wicklund to switch to Elead. He says: " I learned Elead and used it for years. It's just a great product."

Elead allows dealers to customize the solution to fit their unique needs and challenges. This flexibility lets the dealer create a tailor-made solution for each buyer based on their individual needs.

Wicklund explains, " You can do your finance quotes and send it through instant chat, email or text. You can use mobile deskling. The customer can receive it right away, and you don't have the back and forth between the desk."



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*The customers love Elead because they don't know it exists. And that's really powerful.”*

Erick Wicklund  
General Manager,  
Brewbaker Auto Group

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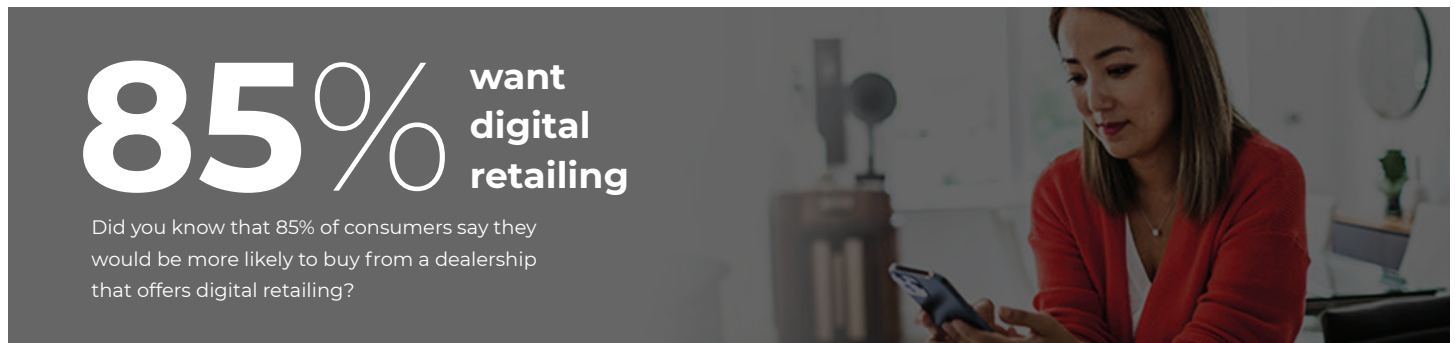
Learn more at [elead-crm.com](http://elead-crm.com)

## Elead Lets the Dealer Make the Sale From Anywhere, Anytime

Customers are mobile, and expect the dealer to be available to them from wherever they are, whenever they're ready. Thanks to Elead, customers aren't sitting around waiting for deals. And now with Roadster, they don't even have to be there.

"You integrate the trade information," Wicklund notes. "You can expose the rate on the worksheet and you can answer it in real time."

This allows customers to buy their car the modern way. Elead gives dealers the right tools to view, organize and analyze customer data so they can build strong, long-lasting connections and generate more profit. And that means happy, loyal customers who come back time and time again.



**85%** want digital retailing

Did you know that 85% of consumers say they would be more likely to buy from a dealership that offers digital retailing?

## Elead Simplifies the Entire Buying Process

The real value of Elead is its ability to take the complication out of the entire sales process. It houses all the information, data, and communications from a deal in one easily accessible place. And Elead updates that file in real time throughout the process right up until the deal is done.

"CRM is relatively new," explains Wicklund. "The old systems were good, but they didn't integrate with all lead providers. With Elead, everybody's using the same system and you can actually work a quote, get it done and push it in less than a minute. You couldn't do that before."

## Measuring Success With Elead

Wicklund measures the success of his CRM in the simplest terms: "No complaints. A Sales Manager can do everything from one screen. You can put the rate on there. You can put extended warranties on there. You can go full disclosure or you can just do a payment range."

And there's the support system at CDK Global. In Wicklund's experience, it's unfailingly knowledgeable and dependable: "If I ever need anything, I'm 100% comfortable that I'll get a response within five or 10 minutes. They know the product inside and out and I believe it."

CDK is the perfect partner for Brewbaker Auto Group, and Elead is the solution Wicklund and his customers both love. Find out how CDK Elead can transform your CRM and your bottom line.

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Learn more at [elead-crm.com](https://www.elead-crm.com)

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