

Impel's Sales AI Drives Operational Efficiency and Team Productivity

Generative AI enhances sales team performance while influencing over \$1 million in gross sales at Elk Grove Buick GMC.



The Challenge

Lean sales teams need to drive higher lead conversion and unit sales without additional resources

The Solution

Impel's Sales AI automates lead management at scale, enabling sales personnel to focus on converting the highest-value customers

Manually intensive sales tasks weigh down team performance

A cooling market and increasing margin pressure necessitated improved productivity from the sales team at Elk Grove Buick GMC. They needed to engage and convert every possible customer inquiry, but highly manual processes and lead management tasks were dragging productivity down. Nurturing leads across multiple channels was more challenging than ever - and it was increasingly difficult to know which shoppers to prioritize and how to avoid chasing low-value leads that went nowhere. Writing multiple emails and texts and answering routine inventory, financing, and trade-in questions left little time to do the things that drive sales: calling customers, arranging test drives, and conducting showroom appointments.

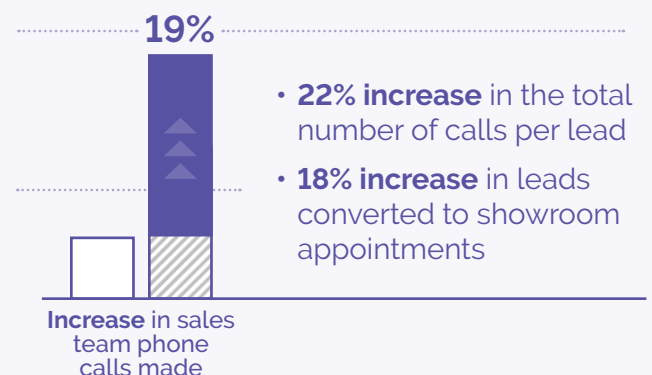
"We were struggling to be more efficient and responsive across a greater variety of customer channels and inventory options than ever. In a slowing market, every lead is critical. We needed a solution that streamlined our processes while integrating with our CRM workflows so that our sales team could focus on the highest-value activities that we know lead to a sale."

- Yama Popal, General Manager

Sales AI boosts performance and productivity

Elk Grove Buick GMC implemented Impel's Sales AI, nicknamed Rose Miller. Rose immediately engages every internet lead in conversation, answering inventory, financing, and trade-in questions. She also schedules appointments automatically in the CRM, follows up consistently, and hands off ready-to-buy customers to the team. In just a few weeks, the team was able to generate **19% more live calls** to customers. And with Sales AI handling the majority of email and text communications, the dealership saw a **22% increase in the total number of calls per lead**. The result - an **18% increase in lead conversion rate**.

Sales AI Drives Measurable Gains in Productivity



With Sales AI, dealership personnel can now dedicate their time and efforts toward pursuing the hottest leads, prioritizing high-value in-market shoppers, nurturing relationships with personalized phone calls and in-person appointments, mining the DMS for referrals, and closing deals.

About Elk Grove Buick GMC

Elk Grove Buick GMC is a family-owned and operated dealership serving Sacramento County and the surrounding communities. They pride themselves on having a helpful and knowledgeable sales team to make the car-buying experience as personalized and hassle-free as possible.

Elk Grove, CA | elkgrovebuickgmc.com

Efficiency That Drives Business Results

✓ **18%**
increase in showroom appointment set rate

✓ **\$1MM**
in vehicle sales influenced in 12 months



"Sales AI has ultimately given us a competitive edge in a challenging market by enabling us to better prioritize high-value customer engagement activities like showroom appointments and live calls. As a result, we've seen measurable sales growth and productivity improvements, and the results only continue to impress."

- Yama Popal, General Manager

Ready to convert more leads into showroom appointments?

Visit us at impel.ai or call +1 84 GETIMPEL to book your demo today.

