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Kyliptix Business Services Make the Difference at RAM Country Toyota

June 2008 was the auto industry's worst sales month in 15 years*. Despite this RAM Country Toyota, Del Rio, Texas set a new performance record with the highest ever monthly new vehicles sales in its 11 year history. This was a truly outstanding achievement, but one they are getting used to at RAM Country Toyota as lately each month seems to be better than the last.

What's the secret of their success? According to Sales Manager Steven Christian much can be attributed directly to their use of Kyliptix Business Services (KiBS), productivity solutions for the small-to-medium business. Says Christian:

"With KiBS we have an unfair advantage. It's like pro footballers playing a pee wee team, it's just not fair"

The sales team uses KiBS to record, manage and maintain all interactions with customers and prospective customers. At the start of every day Christian has a one on one meeting with each of his 10 sales executives where they review the details of all aspects of their business. By having the information at their finger tips each meeting is over in 10 minutes and the sales team is a lot more efficient and productive.

Nick Khoury, owner of RAM Country recognizes the benefit of KiBS not only to his own business, but to the auto industry in general. "KiBS has done us a great deal of good" says Khoury "Auto retailers need KiBS in the most desperate way in order to become more efficient, reduce costs and most importantly increase sales. KiBS simply means owner loyalty and customer retention, which are a deficiency in the auto industry"

*Source CNN

