

Sean Stapleton, Vice President of Sales at VinSolutions to Speak at the 16th Digital Dealer Conference and Exposition in Atlantic City

Stapleton's session, entitled "The Evolution of Automotive Tool Sets" will focus on how dealers can use the latest tools and technology to reach and influence car buyers.

OVERLAND PARK, Kan., May 1, 2014 /PRNewswire/ -- VinSolutions, Inc., a marketplace leader and developer of internet-based customer relations management (CRM) for the automotive industry, announced today that its Vice President of Sales, Sean Stapleton, will be speaking at the 16th Annual Digital Dealer Conference and Exposition in Atlantic City, NJ on May 6, 2014. His session, entitled "The Evolution of Automotive Tool Sets," will provide attendees with key insights into how dealerships can use their CRM systems to influence consumers—both online and in-store—and drive higher conversion rates.



"Sean's expertise and knowledge in consumer behavior, marketing and retention, and leveraging automotive CRM best practices will provide dealers with actionable learnings they can immediately take back to their stores," says Brian Skutta, vice president and general manager of VinSolutions.

Stapleton's session will open with a review of how tool sets and methods of the past have informed dealership operations, and how today's technology can help dealers better reach and influence consumers throughout their decision journeys. He will focus specifically on how dealerships can use robust CRM solutions to not only improve traffic and productivity, but also to create the ideal experience for consumers. Finally, Stapleton will demonstrate how combining the right CRM tools with the proper in-dealership processes and evolving sales strategy, can help dealers drive higher conversion rates, accountability and ROI.

"The technology available to dealers today is vastly more powerful than the tools that were available just a few years ago," Stapleton commented. "I am looking forward to showcasing the latest trends in technology and sharing how CRM systems in particular can help dealers improve their bottom line."

This session will take place on Tuesday, May 6 from 3:00 – 3:50 at the Digital Dealer Conference in Atlantic City, New Jersey. For more information and to register, visit <http://www.digitaldealerconference.com/>.

About VinSolutions

VinSolutions® helps dealers make every customer connection count by providing sophisticated, yet easy-to-use software solutions that span the scope of dealership operations. With its cloud-based system, VinSolutions' all-in-one internal management, sales and service marketing solutions platform is accessible from anywhere an Internet connection is available, including mobile devices. VinSolutions is OEM certified by every major manufacturer and is ADP, Reynolds & Reynolds and DealerTrack DMS certified. Founded in 2006 and headquartered in Overland Park, Kansas, VinSolutions is wholly owned by AutoTrader Group™, which also includes AutoTrader.com®, Kelley Blue Book®, vAuto®, HomeNet Automotive® and Haystak™ Digital Marketing. AutoTrader Group is a subsidiary of Cox Enterprises. Visit VinSolutions online at www.vinsolutions.com.

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