Case Study: Casa Chevrolet GMC – Alamogordo

Transforming Inventory & Sales with LotWalk

Pre-LotWalk Dealership Challenges

- Significant amounts of aged inventory dragging down cash flow and profitability
- High-value vehicles sitting too long without generating leads
- Gaps in sales follow-up and underutilization of “switch” opportunities
- Limited cross-team accountability and lack of actionable direction for sales representatives

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Solution: LotWalk Adoption & Operational Transformation

Coach + Software Approach
Casa Chevrolet GMC adopted LotWalk, Lotpop’s unique combination of software analytics and personalized coaching. This approach created a structure of accountability and consistent routines for both managers and front-line sales staff.

- **Daily LotWalk Scoreboard & Huddles**: Teams reviewed dashboards each morning, highlighting urgent inventory and assigning follow-up actions.
- **Segmented Inventory Work Plans**: Vehicles were tracked by age buckets (0–7, 8–15, 16–30, 31+ days) with specific intervention strategies.
- **Touch Policy & Accountability**: Every salesperson was required to complete at least 8 lead touches within 16 days. Daily reviews flagged unworked leads for immediate follow-up.
- **Switch Lead Culture**: LotWalk’s “yellow lead” reporting empowered cross-selling between used and new vehicles.
- **1:1 Coaching & Review**: Managers held individual reviews, tracking each rep’s LotWalk engagement, lead cycles, and performance, building a culture of accountability.

Results & Measured Improvements

Quantitative Improvements

- Non-franchise used car sales improved from a 40% to a 67% two-week sell rate
- Fresh (under-30-day) inventory grew to over 80%

Operational & Financial Outcomes

- Wholesale losses declined due to better pricing and exit strategies that kept vehicles retail-viable longer

- Fresh lead contact rates (0–2 days) rose above industry benchmarks, with contact gaps shrinking under 30%
- Lower floor plan costs and higher profit per unit on previously aged inventory

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This case study demonstrates how Casa Chevrolet GMC leveraged LotWalk to create accountability, strengthen sales processes, and achieve measurable performance improvements.