

Case Study: How LotWalk Transformed Operations and Sales at Dahl Honda

Company Overview

Dahl Honda, located in Onalaska, WI, is a 50-employee dealership with a dedicated focus on accelerating used vehicle performance and growth. Like many dealerships, Dahl faced operational bottlenecks in both inventory and lead management, which were limiting growth potential and profitability 【10†source】 .

Challenges Before LotWalk

Dahl Honda experienced common dealership challenges 【10†source】 :

- **Inventory Inefficiencies:** Persistent aged inventory, particularly in the 31-45 day "middle bucket," which tied up cash flow and eroded profitability. High-value, high-mileage vehicles often stalled in stock without adequate sales velocity.
 - **Lead Management Gaps:** Leads frequently went unworked or suffered from untimely follow-ups. Opportunities to convert switch leads were often overlooked, leaving revenue on the table.
 - **Departmental Disconnects:** Communication between the BDC (Business Development Center) and the sales team was inconsistent, resulting in accountability gaps and missed opportunities.
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LotWalk's Solution

Dahl Honda adopted **LotWalk Pro**, which provides a dual focus on inventory and lead management. This platform integrates actionable insights, embedded coaching, and standardized workflows into daily operations 【10†source】 .

- **Unified Inventory & Lead Management:** LotWalk simultaneously targeted aged inventory and unworked leads, addressing Dahl's core bottlenecks.
 - **Actionable Insights:** The platform surfaced at-risk units for early intervention, highlighted pricing optimization opportunities, and identified switch leads for conversion.
 - **Embedded Coaching:** LotWalk's human coaching ensured strategies translated into execution, reinforcing accountability and discipline across teams.
 - **Operational Integration:** With its desktop-first design, LotWalk seamlessly integrated into the daily workflows of both BDC managers and sales staff.
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Results Achieved

The adoption of LotWalk delivered measurable improvements at Dahl Honda 【10†source】 :

- **Faster Sales Velocity:** Significant increases in first-30-day sale rates and reductions in aged inventory, directly boosting cash flow.
- **Improved Lead Conversion:** Enhanced follow-up processes and switch lead utilization drove higher closing percentages.
- **Cross-Departmental Alignment:** BDC and sales teams began operating with shared accountability, creating a unified, performance-driven culture.
- **Sustainable Habits:** Daily workflow reviews, lead gap reporting, and biweekly coaching sessions became ingrained habits tied directly to LotWalk's platform.

Conclusion

LotWalk has proven to be more than a tool—it has become a catalyst for cultural and operational change at Dahl Honda. By addressing aged inventory, unworked leads, and departmental silos, Dahl has seen faster sales cycles, improved profitability, and stronger team alignment. The dealership's success illustrates how LotWalk's unique pairing of technology and coaching can create repeatable, measurable results 【10†source】 .