Ira Smolens on the Advantages of Internet Car Sales

The Internet has changed the way companies in almost every industry do business. It is a great tool for consumers to use for research and purchasing products, including large items like real estate and cars. Automobile dealerships should take advantage of the Internet to connect with customers.

A recent study found 80 percent of those looking to buy a car begin their search on the Internet. An additional study found that auto dealers using the Internet to sell vehicles sold 22 percent more inventory than their competitors. Having a good Internet presence also makes the sales process easier and less time-consuming for employees. Customers have the ability to research and compare vehicles before going to the dealership. Dealers should not hesitate to tap the potential of the Internet to reach customers and help their sales force.

About the author: Ira Smolens is an entrepreneur with over 40 years of experience in business. In 2004, he founded CarThink LLC, a company helping new and used automobile dealers market and sell vehicles over the Internet. Smolens earned his undergraduate degree in engineering from the City College of New York.