

# A Great Approach to Video Wins Over Customers at Victory Automotive Group

TRADEPENDING

## Making the Switch to TradePending

When Victory Automotive Group made the switch to TradePending's Video for Sales tool (formerly Snapcell) from Covideo, they made the smart decision to institute dedicated processes and oversight for using video in the dealership.

An instrumental force in this new approach is Moriah Foston, Internet Manager for the group. Having risen through the ranks over her ten year tenure at Victory, she now oversees training, usage, adoption, and adherence to best practices for video across the group.

## Better Process & A Better Product

A critical key to their success with video is requiring every new lead to receive a video follow-up. Foston notes, "This change has led to a huge increase in the amount of videos we've sent. Customers respond at a much higher rate, they say "thank you" for sending the videos, and they ask more questions, keeping them engaged with our team."

After making the switch from Covideo to TradePending, Foston noted the following improvements. "It's just easier for our team to use, easier to record and send videos, and easier to know when to follow up through the notifications. The videos are higher quality, and the platform makes it easy for me to manage the entire company, pull reports, and monitor usage, so I know where to spend my time helping my team."

## Results at Marin County Ford

Derrell Brushaber, Sales Manager at Marin County Ford, a Victory Automotive Group dealership, brought previous experience using TradePending Video, having used the tool at Porsche Marin prior to his current role.

That team had made a good start with video, providing walk-around videos posted on YouTube, but the process was cumbersome.

"We had no KPIs, no metrics, no accountability, and no tracking, so we had to make a switch", says Brushaber.

He was instrumental in implementing TradePending Video at Marin County Ford. "Internet process is my thing, and video really differentiates us from everybody else. Using this video solution is so simple that it's brainless, making it easy for our team to adopt and to continue using."

To ensure all new leads receive a video response, Brushaber implemented an auto-responder video. Speaking to the video's effectiveness, Brushaber says, "We see 40-45% watch rates on this video, and roughly half of those people reply back to me. People thank me for sending the video, and even ask for follow-up videos. It keeps that customer engaged with our dealership and not somewhere else."



**Derrell Brushaber**

Sales Manager, Marin County Ford,  
Victory Automotive Group

"We know that we're differentiating ourselves in our market. We've got a big advantage in our market as a result."



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