

“ We hired SCi Sales and set them some tough targets which they exceeded. The team is honest and they work for our business as if it's their own - we re-hired them. ”

Angus McCarey, Director of Business Development, eBay Motors Pro

### The Client

eBay is the world's leading online auction site. The addition of eBay Motors Pro puts dealer vehicles in front of over 3 million potential buyers every month - in a matter of minutes.

According to Hitwise, the site is No. 1 based on market share of online automotive classified adverts.



### The Campaign

The motor trade has traditionally used newspaper classified adverts to drive footfall to their showrooms. eBay has taken this format and applied it online.

eBay Motors Pro was launched using a mixture of direct mail, eBay sales resource and an external telemarketing agency. However it soon became clear the proposition was not reaching its full potential.

After consultation with the client, it was agreed the best plan was to use a mix of Inside and Outside sales, both of which would be provided by SCi Sales Group.

- Inside Sales: We assigned a dedicated team to call the Principal or Marketing Manager of every car dealer in the UK. They introduced the proposition and explained how eBay Motors Pro could help expand their reach.

Our team also registered the qualified targets for a free trial and conducted further consultation calls to gauge their experience of using the site and offer further support.

Towards the end of the trial period we contacted the dealers again and moved them to the next stage; a contract with eBay Motors Pro and monthly payment for the service.

- Outside Sales: The motor trade in the UK ranges from single-site, independent dealers to large groups with several hundred showrooms. For larger dealers and groups we deployed an Outside Sales team consisting of Field Sales Representatives and Account Managers.

### The Results

In the first 11 months of the engagement with eBay Motors Pro we have been instrumental in helping them to double their base of registered dealers, while the conversion rate of trial registered users has increased by 10%.

**SCi Sales Group Ltd**  
7 Albion Court, Albion Place, London W6 0QT  
T: 020 8846 3950  
E: info@scisalesgroup.com  
W: www.scisalesgroup.com

**SCi sales**  
ACCELERATING SALES, BUILDING BUSINESSES

© 2011 SCi Sales Group Ltd. Ref: SCI2011