

MEET ANDY FINNEY, GENERAL MANAGER BERGSTROM CADILLAC

Andy Finney likes a long drive. Long before he moved to Madison to be the Bergstrom Cadillac general manager last year and well before he joined the auto sales industry 15 years ago, Finney looked forward to a couple of hours in the car every Sunday with his son Arthur.

"We drive all through town. We go downtown. We drive through the arboretum. We're exploring," Finney says. "It's all new to us."

Arthur, 20, has autism, and the car rides are something both he and his father look forward to. "He loves it. It's relaxing for him. Some of our best times are in the car," Finney says. "It's just the two of us - listening to music."

Finney says time in the car was always part of family life for him. He recalls vacations that began in his childhood home in Iowa and took the family across the country.

It is no wonder he found his way into the automotive industry. And even though Cadillac sales are his stock in trade, Finney knows Bergstrom is selling an experience as much as they are selling cars. That experience includes both the initial purchase and the ongoing ownership of the vehicle.

Purchasing needs to be seamless, Finney says, so that buyers who begin their research online after the kids go to bed can pick up exactly where they logged off when they set foot in the dealership during their lunch breaks.

Bergstrom's relatively new Fast and Friendly Upfront Pricing is a big part of that purchasing experience. Instead of tricky negotiation, Non-Commission Sales Advisors now start with the discounted value price and work with customers to determine whether they are eligible for any incentives — such as repeat-customer loyalty offers — that would lower prices by a predetermined amount.

The new pricing model effectively shifted conversations away from cost. "It turned our salespeople into product experts instead of negotiators overnight," Finney says, noting that the new sales model enables employees to focus exclusively on meeting customer needs. He believes their sales approach, which includes the Price Protection Guarantee (assuring customers their prices are the best available) and the 72-Hour Buy Back Guarantee (giving customers the option to return a vehicle if it doesn't meet their expectations) demonstrate the dealership's commitment to service.

"Our guests have options," Finney says. "We like to give them every reason to see the logic in doing business with us."

Then there is the car owner experience, and this is where Cadillac shines. Features like hands-free highway driving, vehicle-to-vehicle communication to alert drivers to emerging hazards and automatic contacts to roadside support when needed are all meant to ease worry, improve safety and enhance the experience of driving a Cadillac. The goal is for you, the owner, to settle in, lock in your music and — whether you are heading to work or setting out on your latest grand adventure — simply enjoy the ride.



Cadillac

BERGSTROM CADILLAC

1200 Applegate Rd. Madison
(608) 271-2211 • Bergstromcadillac.com