

How Wischnewsky Dodge Turned Their Service Lane into a High-Volume Acquisition Engine

Turning oil changes into profitable acquisitions—and cutting auction buys by 70%.



"You're leaving money on the table every single time. You're going out trying to find new business when you already have business. ...if I could tell anyone that's not utilizing the customer base that they already have, they're leaving money on the table every single month."

Colby Muck | Acquisitions Manager
Wischnewsky Dodge | Huntsville, TX

THE AUTOMOTIVE INDUSTRY CHALLENGE



Broken trade cycle post-COVID



High negative equity



Auction dependency is killing front-end profit



Inconsistent or abandoned processes

THE SOLUTION



Dedicated Buying Center Team

- 4-person team
- 30 AutoAlert tasks daily
- AutoAlert + KBB instant Cash Offer workflow



"Planting Seeds" Nurture Strategy

- Long-term pipeline building
- 3-week follow-ups
- Consistent touchpoints



Service Drive Acquisition Process

- Dedicated desk in service lane
- Rotating coverage
- Do/Don't target rules
- VIN scanning

THE RESULTS

✓ 40 Extra Cars Sold Per Month

✓ 15–20 Retail Units Acquired Monthly

✓ 9 Inbound Calls Per Day from AutoAlert Emails

✓ ~70% Fewer Auction Purchases

✓ 85–87% Cost-to-Market

✓ 160+ Active Deals in Pipeline



READY TO REACH NEW HEIGHTS WITH YOUR SERVICE LANE?

Read more below for a closer look at the process that helped Wischnewsky Dodge reach their goals!

