

- (5) Define implementation ownership
- (6) Plan onboarding and customer success follow-up

This structure removes uncertainty and allows dealerships to scale software sales more effectively.

The best software opportunities typically happen when dealerships collaborate with vendors from the beginning of the sales process. Bringing vendors into the process early allows them to assist with discovery, positioning, demos and technical guidance before opportunities become rushed or reactive. Coordinated communication, qualified opportunities and clear expectations create a better experience for the dealership, the vendor and, ultimately, the customer.

Perhaps most importantly, a strong support process improves customer confidence. Customers do not want to feel like they are navigating multiple disconnected teams just to solve one business problem. They want a trusted expert who can guide them through the process clearly and professionally.

That is one of the reasons RockRoot focuses heavily on simplifying software sales. The dealerships that grow software successfully are rarely those with the most products. They are usually the dealerships with the most clear processes, the strongest alignments and the best support structures behind their sales teams.

Software growth rarely happens through random activity. It happens through repeatable systems, clear ownership, and

Software growth rarely happens through random activity. It happens through repeatable systems, clear ownership, and strong support before and after the sale.

strong support before and after the sale. The dealers who understand that are the ones building stronger recurring revenue, larger bundled deals and better long-term customer relationships for the future. ■

Kristal Cook is a solutions sales executive and the founder of RockRoot, where she helps office technology dealerships grow profitable software revenue with confidence.

Through RockRoot, Cook serves as a virtual solutions director, providing leadership alignment and onboarding, solutions

portfolio evaluation, vendor coordination, sales enablement and presales support. Her work includes assistance with demos, trials and POCs, installation supervision, customer training, and the creation of customized sell sheets and sales resources. With a dealer-first approach, Cook aligns software strategy to each dealership's KPIs, goals and priorities.

RockRoot offers a "Virtual Solutions Director" package for dealers who would like to bring a software veteran on board to help them drive software growth. If you would like training and alignment for your current

leadership, RockRoot offers a software sales growth course with a workbook to create a tangible, actionable plan to implement, and includes coaching sessions. Cook can be reached at kcCook@rockroot.biz.

Visit <https://rockroot.biz>.



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