

InventoryTools™ Steer Your Fleet Towards Higher Sales.

"Our site reflects our current inventory and it's very, very easy to use."

Gary Ingman
Ingman Marine

SITUATION

Ingman Marine is one of Florida's larger boat dealerships. They have a solid track record and an impressive inventory. Unfortunately, their website did not convey the high level of inventory and the service they are known for.

In addition to lacking a professional web presence, they were also missing out on web-generated sales by not displaying their inventory on both their website and BoatTrader.com™. Ingman Marine's system made maintaining inventory in both places a very cumbersome process.

SOLUTION

The first step InventoryTools™ took was to address Ingman Marine's web image with a redesigned visually appealing website. With the new site in place, Ingman was then connected to the InventoryTools™ system with the Boat Trader Synchronization feature.

This allows for quick and easy inventory updates to the website and Boat Trader® – all at the same time. There is also the ability to quickly upload brochures, spec sheets and multiple photos. On the user-friendly website, customers can filter the inventory listing with just a couple of clicks.

IMPACT

Ingman Marine's enhanced professional web presence combined with their synchronized connection to Boat Trader® has helped them achieve their goal of using the web to effectively generate boat sales. Additionally, they've been impressed by the results.

As an added bonus, Ingman has recognized internal efficiencies through the addition of an easy-to-use inventory management system.

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