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ROYAL HIGHLAND SHOW

Catalyst were delighted to exhibit at this year's Royal Highland Show.

Invited to the show as guests of trade body BAGMA, this was our first visit to this prestigious event. Over the duration of the 4 day event our team were made to feel extremely welcome by BAGMA and the event organisers.

As well as meeting up with existing and prospective customers, we were very flattered by the number of manufacturers, distributors and key individuals from trade bodies that made the effort to come and meet the Catalyst team.

This year, the 179th Royal Highland Show welcomed just under 190,000 visitors and our team returned with a long list new prospects that had requested follow up meetings and quotations.



**ROYAL
HIGHLAND
SHOW 2018**
 21-24 JUNE
 PARTNER SINCE 1981
 Royal Bank
 of Scotland

PLATINUM UPDATES

Attention Grabber in upload to Auto Trader

The upload to Auto Trader now includes an attention grabber for each of your vehicles. This is a 30 character subtitle that should highlight the unique selling point of the vehicle to really grab the buyer's attention. A good attention grabber will increase the number of views of a vehicle on Auto Trader.



The attention grabber is populated from the first 30 characters of the Sales Subheading field in Vehicle Properties, which can be found by going to the Sale Tab > Sales Description > Subheading.

Retention Centre

The Retention Centre program has had a thorough beneath the surface re-work so that under most circumstances it will be substantially faster than previous versions. Extra vehicle associated actions have been added to the list of standard retentions available. The extra actions cover follow up of vehicle quotation, order and interest. We have also added an action to remind customers of vehicle handovers. In order to accommodate the extra actions it has been necessary to update information held about previous retention actions undertaken.

A word from Jeff

Jeff's Thoughts...



Hot enough out there? Mixed blessings for all I suspect. Great for those of us lucky enough to be on a staycation but stressful for those of us working, especially those without the benefit of air conditioning. As for computers, not unsurprisingly in this hot weather, there is an increased risk of overheating.

Our regular maintenance visits will have minimised the risk for most as we clear excess dust, which traps heat, as a standard part of regular routine. We have not experienced a surge in hardware failures which is testament to the fact that we select hardware for reliability and cool running. It is however worth thinking about sensible precautions to minimise the risk of disruption.

For those of you keeping equipment in cupboards or other enclosed spaces it's an idea to open doors and let the air circulate freely. This is especially important for servers, not just because they are vital to your business but also because they tend to be located in out of the way enclosed spaces as they require access only occasionally.

If you do experience any hardware problems please contact us for advice before attempting to restart equipment, particularly servers. Repeated attempts to restart lame servers can make problems considerably worse!

We will offer advice and service for equipment, even items not supplied by Catalyst or items for which maintenance has lapsed.

We are here to help.

"Your success is our priority".

"Your Success is our Priority"



SERVICE DEALER AWARDS

Catalyst have been announced as Gold sponsor of Service Dealer Annual Conference and Awards for the 2nd year running.



This prestigious event for the Agricultural and Grounds Care Dealers is an opportunity to meet and discuss challenges and strategies to help them grow and develop their business.

The annual event held at the Belfry, Oxford on Thursday 15th November is always a busy day and evening for our Sales team. Meeting customers, prospective customers and of course our industry friends including BAGMA, Kramp, Stihl, Honda UK, Husqvarna, Etesia and Kubota.

Jeff Kingsbury-Smith, Catalyst Managing Director commented:

"We are delighted to be able to continue our sponsorship of the Service Dealer Conference and Awards. It's always a great opportunity to meet with our industry friends and partners".

"Your success is our priority" is our simple message to all Dealers. That is why we are proud to sponsor the "Star of the Dealership", an award which reminds us all that every member of the team has a role to play in delivering success.

SOCIAL MEDIA

Facebook or Twitter?

Whichever you prefer, we are on there!



Please like our Facebook page and follow us on Twitter to see our latest enhancements and news. Also, take a look at our Youtube channel for tutorial videos on various areas of the system which have recently been updated!



www.twitter.com/CatalystDMS
www.youtube.com/CatalystDMS
www.facebook.com/DealerManagement



UPCOMING TRADE SHOWS

- The Lawns Show - Caravan Trade Show
4th September 2018 - 6th September 2018
Stand 24
Cottingham, Hull



- SALTEX - Agricultural Trade Show
31st October 2018 - 1st November 2018
Stand H102



Come and visit us at the different Trade shows that we attend, we look forward to seeing you there.

Visit: www.catalyst-uk.com/shop

TRAINING COURSES

Here at Catalyst we recognise that with such a comprehensive system it can be challenging to absorb all of the system's potential. The solution? Catalyst Training Courses! With excellent staff and onsite facilities it's the easy way to digest all that you need to know with a particular module. The courses have been tailor-made to ensure that every individual leaves as an expert. Got a new staff member joining? Get them booked in today!

JULY

- *A Guide to Workshop Control*
Tuesday 17th July
- *Vehicle Sales in a Day*
Tuesday 24th July

AUGUST

- *Stock Control in a Day*
Tuesday 7th August
- *The Customer Retention Centre*
Tuesday 21st August

SEPTEMBER

- *Report Generator - So Simple*
Tuesday 4th September
- *Logistics in a Day*
Tuesday 11th September
- *A Guide to Workshop Control*
Tuesday 18th September



....Full day courses are £140 per person
Book a Private Training room for £300 for up to 6 people!

COURSES GO FAST SO MAKE SURE YOU BOOK YOURS TODAY!

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