

Dealer Profile

Joe Cotton Ford

Paul Cotton / Dealer Principal



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Joe Cotton Ford, a nationally recognized dealership in Carol Stream, Illinois, came from modest beginnings. As a young man of simple means, Joe Cotton followed his dream and set out to serve his community. What began as something so simple has transformed into a community staple. After 34 years of hard work and commitment Cotton’s dream and perseverance have really paid off. Joe Cotton Ford has evolved into one of the nation’s largest Ford dealerships, selling over 120 new & used vehicles and servicing another 1,800 each month.

Today, Joe Cotton Ford remains a family business, managed and operated by Joe Cotton’s son, Paul Cotton and son-in-law Tracy Conn. Just this year the dealership became a recipient of Ford’s Salute to Ford Dealers Award, an honor presented to only nine of Ford’s 6,000 dealers nationwide. This achievement recognizes their impact in the community and their commitment to make a difference. And what a difference they have made! Just last month the dealership participated in a breast cancer awareness walk where they distributed over 9,000 pink scarves. A balmy Saturday afternoon played host to a car wash for West Chicago High School, raising \$2000 in contributions. And their vehicles were on parade throughout the community at the hands of driver education students. When it comes to giving back, Joe Cotton Ford’s list is long and one that continues to grow.

Dealer Principal, Paul Cotton, greets each customer in a unique way by strategically positioning his desk right in the showroom, next to the front door, allowing him to welcome every dealership visitor. He strongly believes in the “open door” or should we say “open showroom” policy.

“Staying connected to daily operations is challenging, but we are committed to consistent follow up and regular customer outreach.

We are always looking for new and creative ways to keep our customers engaged and coming back for more. OneCommand really helps us to make that happen. Their multi-channel communication solutions – especially voice and email - help us to follow-up with every customer and prospect when timing means everything,” raves Paul Cotton.

Vice President Tracy Conn remarks, “In today’s market, I have to admit it’s been tough. I strongly believe our success has to do with the way in which we position ourselves. OneCommand’s easy-to-operate tools have shown a substantial increase on be-back ratios. Since the first of this year, we’ve had over 400 lost soul customers return for service as a result of our service campaigns. It’s an essential set of tools that help us to touch customers in a timely manner, meet their needs and grow our business.”

“Working together was the way we made it,” says Joe Cotton. “It’s been humbling to look back and think, ‘how did we get here?’ It is truly a family affair,” he explains.

Paul Cotton continues, “Last month, Joe Cotton Ford celebrated and recognized 28 staff members for serving 10 or more years. Our community knows we’re here for the long run and we’ve armed ourselves with only the best people and solutions to represent our business – OneCommand included. Our hope is to carry on the tradition of great customer service, set forth by our father. If we can make a difference in the life of just one customer, we’re on the right track.”

