

Dealer Profile

Trend Motors of Rockaway - New Jersey

Jim DeSimone / General Manager



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“Why Trend?” is a slogan found posted all over New Jersey. Just what does it represent? It is the core mantra of Trend Motors of Rockaway, New Jersey, and it represents the question the dealership insists that their car-buying customers ask themselves. The promotion of such a loaded question is a clear indication of the focus and confidence in the services provided to customers and their commitment to making the customer experience second to none. Building on a foundation of over 45 years, General Manager Jim DeSimone and his dedicated employees have proudly served the city proving time and time again that Trend Motors is the number one Volkswagen store, an honor they’ve held for 15 years running.

“The tenure of our employees has a lot to do with our success,” explains DeSimone. “Customers have established long-lasting relationships with our sales team and they can count on being treated with respect.”

Performance awards are critical when standing out in the dealership community and there are many to note. Trend Motors boasts four of the top 100 sales people in the country, the largest customer database, three of the top 50 sales people in the country and three employees with 20 plus years of service. But what is Trend Motors driving influence factor? It’s easy to see that Trend’s commitment to the men and women of their organization is a driving factor in their success. DeSimone continues, “The secret to our success is simple. Our business is a partnership, a true team atmosphere. The way you treat your employees; such as kindness and sense of self worth, is a reflection of how you treat your customers.”

In fact, Trend Motors’ customer retention is so great that the dealership even advertises customer feedback on their website. Phrases like, “better than any other dealer,” “so glad,” “I’m sending my friends,” and “we’ll be back” rings true with every bit of correspondence. In a day and age where customers have the full gamete when it comes to car buying, dealerships like Trend Motors have to set themselves apart from the competition.

Having the largest inventory and fantastic offers doesn’t always seal the deal. Embracing this fact, Trend Motors offers a Meet or Beat guarantee and oil changes for life - significant competitive advantages that truly benefit the customer.

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Since the introduction of OneCommand, Trend Motors has almost eliminated dated print advertising all together. Voice of authority campaigns are used to enhance newspaper and event outreach and compliment their efforts. In support of all departments in the dealership, communications are sent daily for appointment reminders, birthdays, thank you’s, and customer satisfaction follow-up, to name a few.

DeSimone boasts, “Trend Motors’ success is achieved and measured most when it comes to customer outpourings involving community outreach efforts. Our last campaign delivered a personal invitation to 8,000 customers for an onsite blood drive. Using voice and email channels, we were able to reach our customers about an important need for the center. Customers were given the opportunity to schedule appointments for their donation while being courteous of valued time. The biggest gift for us, was the gift of giving back to the community.”

So, “Why Trend?” Each employee is treated with value and compassion; in return each one of our customers are touched with the same philosophy. Every customer feels like there are part of the Trend family.

