

Why The Floor Won't Use It

You bought the right system. Here's why your salespeople still don't open it.

Chantal Van Zyl Managing Director, AutoCloud 29 September 2026

You bought a good system. It does what the demo said it would. Three months in, the floor is still running on WhatsApp, a notebook and whatever is in each salesperson's head.

Before you blame the people, walk through their day with me.

A day on the floor

A good salesperson works to a daily routine. Every dealership calls it something different, but it always comes down to the same things. See the people who walk in, set the appointments, get finance applications in, and spend time on the phone. Not because it's fun, but because that routine, done every day, should allow them to sell at least eight cars a month, which is the industry average. Every minute they spend typing into a system is a minute they aren't doing that. So they ask one question, whether they say it out loud or not.

| What do I get for this?

Why the old systems died

Most systems couldn't answer that. They were built for the person who reads the report, not the person who fills it in. The manager got a dashboard. The owner got a number. The salesperson got another screen to feed.

And feeding it meant walking back to a computer and typing everything in. By then the customer had left, the next one had walked in, and the details were on a scrap of paper or in someone's head. The system got the leftovers, later, if it got anything. So the

salesperson fed it as little as possible. That isn't laziness. It's a sensible person protecting the only thing they're paid on, which is selling cars.

What has changed

People are on their phones all day anyway. If a note can be captured on the phone, in the moment, in less time than it takes to write it on paper, the old excuse is gone. And as AI gets better at turning a quick message into a proper record, it only gets easier.

The manager's side

Now look at the manager. Their job is to chase. Daily activities, the end-of-day check-out with each salesperson before they go home, deliveries that haven't been invoiced, debtors, ageing stock. If the system shows them what's outstanding without digging, they stop being the enforcer and start being useful. If it just gives them one more thing to police, the floor learns to work around it. They always do.

What a floor actually uses

Something that gives back more than it takes. Where they stand against their target today. What they've earned so far this month. What the next deal is worth to them. Money is the thing a salesperson will always open an app for.

Three questions before you sign

-
- 01 **What does the salesperson get back on day one?**
 - 02 **Which report does this save the manager?**
 - 03 **Can it be done from a phone, in the moment, in fewer steps than the notebook?**
-

THE AUTOCLOUD VIEW

If the honest answer to any of them is no, the floor won't use it. You'll have bought a very good system for the office.

That's the test we hold AutoCloud to.