

Digital Success Guide

2 Minute Drill – bring the lead to life

-  Open the lead in the CRM and determine if they are a current or new client.
-  Identify the lead source and keep in mind the source drives expectations.
-  Identify what the customer is asking from your dealership.
-  Research the preferred vehicle, learn the details, and identify alternatives.
-  Prepare your response strategy and be the 1st to respond to the customer.

Lead Performance Benchmarks

70% Lead Engagement Rate
60% Appointment Set Rate
60% Appointment Show Rate
60% Appointment Sold Rate

25%

show rate of all leads

= 15% Close Rate

Call Performance Benchmarks

100% Lead Engagement Rate
60% Appointment Set Rate
70% Appointment Show Rate
60% Appointment Sold Rate

40%

show rate of all calls

= 25% Close Rate

Engagement Process

– focus on personalized communications that help your client

Day 1 Actions – Quality Actions will result in a 50% Engagement Rate on the 1st day

1. **Personal phone call** within 1 minute for best engagement rate and a voicemail if the number is provided. ALWAYS leave a voicemail, if able. This is free branding and will help your phone calls stay top of mind.
2. **Send a personalized text** message with a link to the vehicle, and a video, along with a compelling hook to motivate a text back or a callback. Add your phone # to encourage a quick callback.
3. **Personal email** focused on their request. Use their name in the subject line and mirror back what they asked about in the body of the email. Include a link to the vehicle and a video. Ask for number is not provided.
4. **Sales Manager** Make a Deal meeting, aka MAD Meeting, in which the manager should review the current and previous day's leads. A manager's involvement drives home the importance of EVERY lead.
5. **2nd Personal phone call** with a voicemail later in the day or evening to increase the chance of engagement.
6. **Personal email** if a phone number is not provided with additional relevant information – trade in link, vehicle history, e-brochure, etc. If a number is provided, then use this time to send a text with relevant information.

Continue follow-up actions till your guest engages – provide relevant info to stay top of mind.

3 Day Personal Push



Two Week Press



Nurture Marketing

2 - 4x Month



Relationship Selling Call Outline

- ☐ Warm greeting and your reason for calling
- ☐ Identify motivation and overcome objections
- ☐ Review selected vehicle
- ☐ Ask about current vehicle
- ☐ Inspire by Describing the Visit
- ☐ Select preferred date and time with 2 options
- ☐ Confirm the appointment and friendly goodbye

If no appointment, address any objections, be patient, arrange for next steps and a future call.

1st Voicemail - New

Hello _____, this is _____ with _____ and I am calling with the _____ information you requested on the _____ (vehicle).

I have the information you requested, and I just need a few minutes on the phone to go over all the details.

I'm available right now if you'd like to call me back at _____.

Once again, this is _____, and the number is _____. I can't wait to speak to you and don't worry, I'll keep trying to reach you.

1st Voicemail - Used

Hello _____, this is _____ with _____, and I am calling with the _____ information you requested on the _____ (vehicle).

When we chat, I'll go over the vehicle history as well as our reconditioning actions to make it exceptional. It's been really popular today.

I'm available right now if you'd like to call me back at _____.

Once again, this is _____, and the number is _____. I can't wait to speak to you and don't worry, I'll keep trying to reach you.



Describe your VIP Experience – tell the story of what makes your experience different

So we can provide you all the information you are looking for as well as offer a Discovery Drive, I'm going to recommend a VIP Visit to make your time at the dealership quick, easy and fun! We will have a parking spot assigned for you and the vehicle we talked about ready to see. We will present the key features, and you can take it on a fun test drive. When you get back, If you decide it's the right vehicle, we will provide you with all the information you need to make an informed, intelligent decision

Does that sound like an experience that will work for you?

Great, now all we need to do now is pick a convenient time for your visit. Would you prefer this afternoon or this evening?

Pro-Tip: If they have an objection, address it using the guide you've been provided and ask for an appointment again.

Talk and Type Pretty – use progressive and empathetic language to help your clients



Texting Strategies

- Text from your CRM so you can keep track of the msgs.
- Be friendly, focused, and answer questions.
- Send a video and a link to the vehicle(s).
- Sell the value of a phone call and offer a visit to see the vehicle or to take to them.
- Always ask a question to drive engagement.
- Include your phone number in the body of the text to make it easy for them to click to call.



Email Strategies

- Create a personal subject line that inspires them; Example: Eve, 2024 (Model) Price.
- Focus on their request in the first sentence of the email. Mirror back their request.
- Answer their questions, provide a price if asked and engage them with a question or two.
- Provide a link to the vehicle and a video in your first or second email.
- Pro-Tip – Add this phrase; “I can provide details on a quick call, or were you planning to come in and see it in person?”



Video Strategies

- Keep it simple. 60 second videos receive the most engagement and response.
- Car 80% – Face 10% – Place 10%. Show the vehicle, show yourself and show your dealership.
- Videos that engage show the exterior and interior, as well as feature demonstrations.
- Be helpful and emphasize the features they expressed interest in. Show the flaws too.
- Leverage video for key features in follow-up as well as a method to increase be-back visits.