

5 Steps to Creating a Rockstar
Lead Conversion Process



About DealerOn

- DrivingSales Top Rated Website Provider, 2011 - 2018
 - ✓ Only provider to have won the last 7 Years In A Row!
- 2X Digital Dealer Website Excellence Award Winner
- DrivingSales Top Rated SEO Provider, 2017
- 3X AWA Winner
- Premier Google Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 250%



Say Hello To...



Bobbie Herron

CEO & Founder of The Bee's Knees Agency

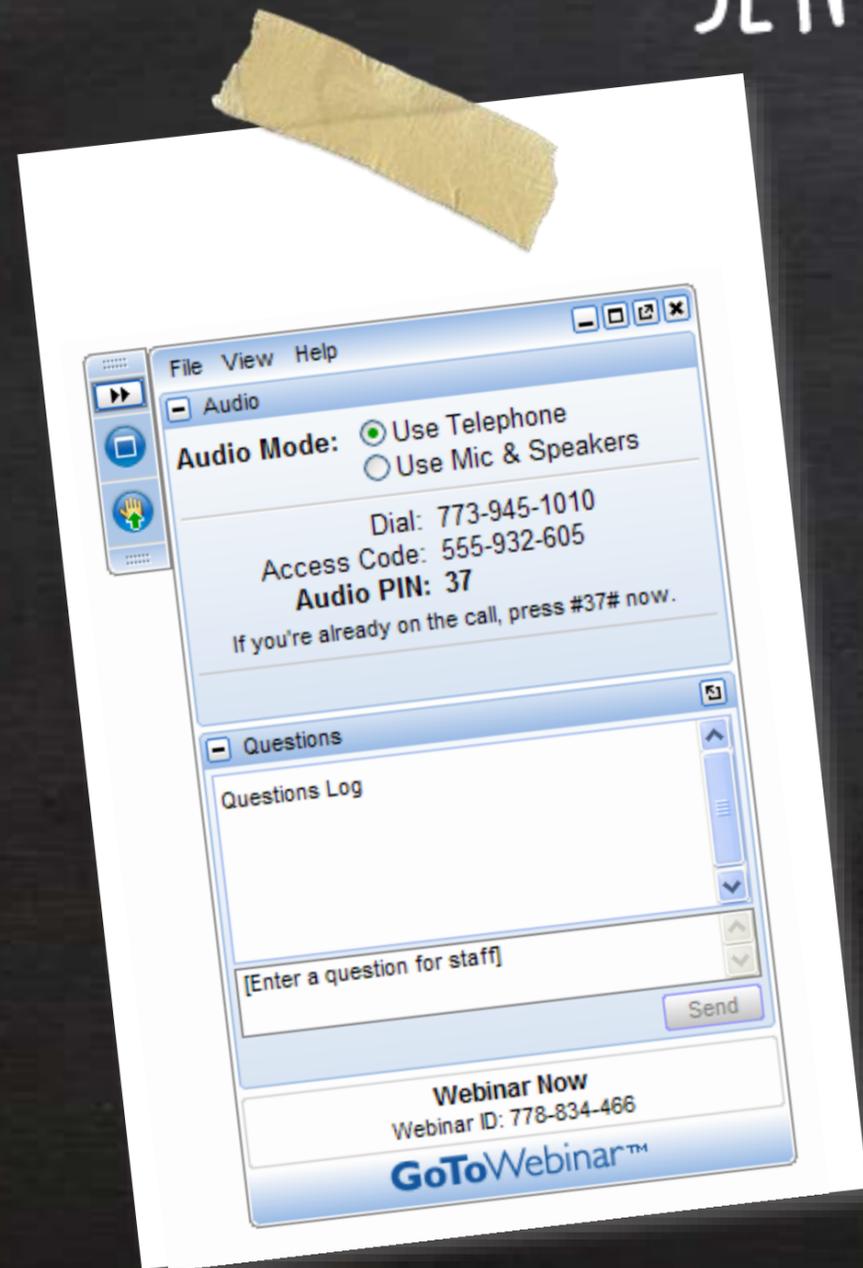
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SEND IN YOUR QUESTIONS



- If you have questions during the presentation, please submit them using the “Questions” feature
- Questions will be answered at the end of the webinar
- A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on DealerOn.com/webinar as an On-Demand Webinar

PRIZE ALERT



Jun 24, 2018 - Jun 26, 2018

Omni Orlando Resort at
Champions Gate in
Orlando

**Ticket to the Women in
Automotive Conference!**

After the presentation, be the first to answer
the giveaway question correctly to win this awesome prize!

AFTER THE SHOW



After the webinar, please fill out our short survey
and let us know what YOU thought of today's presentation!

Tweet Much?

@Dealeron

@ElianaRaggio

#dealeronwebby

@SignOnTheLine



5 Steps to Creating a Rockstar
Lead Conversion Process



OBJECTIVES

- * Setting Up For Success With Sourcing
- * Getting The Customer to Engage. NOW.
- * Setting an Expectation Based Appointment
- * The Confirmation Process is ESSENTIAL
- * Seamless Appointment Handoffs
- * It's Time For The Giveaway
- * Question & Answer Session (Live and On Video)



TOP DEFINITION



you're a rockstar

A statement made following a success that is not measured by what one accomplishes, but by the opposition they have encountered, and the courage with which one has maintained the struggle against the overwhelming odds.

"Baby, you're a rockstar!!"

Mindset Matters



POLL QUESTION





Knowledge is Power
#MicDrop



What Do They Actually Want

OEM - Researching Models And Comparisons

Third Party - Research and Pricing

Dealer Website - Lower Funnel - Narrowing Down



Read The Details, Past Information and Questions!

Next...

Acknowledge the Research
SELL YOU and Your Store
Create Urgency
Give a Next Step
End With a Question

Listen to Listen. Not to Reply



Customer "Lead" - Your Website

REQUEST A QUOTE

PRICE WATCH

VALUE YOUR TRADE

GET E-PRICE

GET MORE INFO

APPLY FOR FINANCING

VALUE YOUR TRADE

SAVE VEHICLE



Text Message



Live Chat



@DealerOn
@ElianaRaggio
@signontheline

Email Subject - Available and In Demand

[CUSTOMER FIRST NAME],

First of all, great choice! It's obvious you have done your research. The [VEHICLE MAKE] [VEHICLE MODEL] has been an extremely popular vehicle which is why I want to go out onto the lot and actually put my hands on it.

In this spot– Insert the Vehicle Image

There is nothing worse than finding a great deal on the exact vehicle you want and then finding out it isn't available. Unfortunately, the information you sent didn't come through with any questions. While I am out there do you have any other questions about options or availability that I can check on for you?

[SALESPERSON SIGNATURE]



Trade In "Leads"

KBB/TIM/Edmunds/Website/Other

Email Subject: Your Online Trade in Evaluation

Hello [CUSTOMER FIRST NAME],

I just received your information from the trade appraisal tool that you used online to establish an initial vehicle value. Tools like that are convenient but often times they are used to get an "idea" of the vehicles value and often it isn't what a customer is hoping for. The system doesn't have the ability to take into account all of the factors we use when we actually appraise a vehicle at the dealership. Besides, as nice as it is to have an idea of what your vehicle may be worth, most customers tell us they would prefer to have a real dollar amount instead of an estimated range.

Knowing what a dealership will actually purchase your vehicle for makes the buying/shopping process that much easier and allows you to focus on the most important thing of all...finding your perfect vehicle. Your information didn't come through with what you are considering replacing it with. I would like to talk to you about your trade, the vehicles you're considering and any questions you have. When is the best number and time for me to reach you at?

[SALESPERSON SIGNATURE]



Specialty Third Party

True Car - USAA/AMEX/Sam's Club Etc.

Carfax - Referral

Car Gurus Free Vs Paid

Special Finance

Social Media



NON Customer Initiated

OEM - Payoff Request

OEM - Customer in Equity

OEM - Handraiser/Event

“Send To A Friend”

Equity Mining - CRM/Third Party

“Text Me More Info (Your Website)”



Template Name: **BH - 1st Response Internet – Cust. Req. Payoff (NOT Sent in by Cust.)** Template Type: **Email HTML Templates** Highlight Auto Fields

Email Subject: **Why Not Choose Us Instead**

Hello [CUSTOMER FIRST NAME],

Please forgive me for barging in on your inbox. Here's the thing though, I heard you might be interested in a new vehicle and I want to make sure you know that we want to earn your business. The truth is we both know that you have a lot of choices but I'd like to at least tell you why we are the right one. We are a family owned store that is heavily focused on the customer experience. We also have a fantastic selection of vehicles all priced to be competitive in this market (that means GREAT DEALS), we back the majority of our Pre-owned vehicles with a free 90-day warranty (We Sell Quality So We Aren't Afraid) and many of our new vehicles even come with a 1-year maintenance plan. Give us a chance! You have nothing to lose and everything to gain.

What type of vehicle have you been thinking about?

[SALESPERSON SIGNATURE]

Email Subject: **Your Local Dealer**

[CUSTOMER FIRST NAME],

Welcome to the [DEALER NAME] Family. You recently submitted your information at an event and your contact information was then sent over to us. I am reaching out and welcome you and let you know that we look forward to working with you when the time comes to purchase your next vehicle!

Are you interested in receiving information on a new vehicle?

[SALESPERSON SIGNATURE]



Video.....Obviously



@DealerOn
@ElianaRaggio
@signontheline





You Never Get a Second Chance
to Make a First Impression

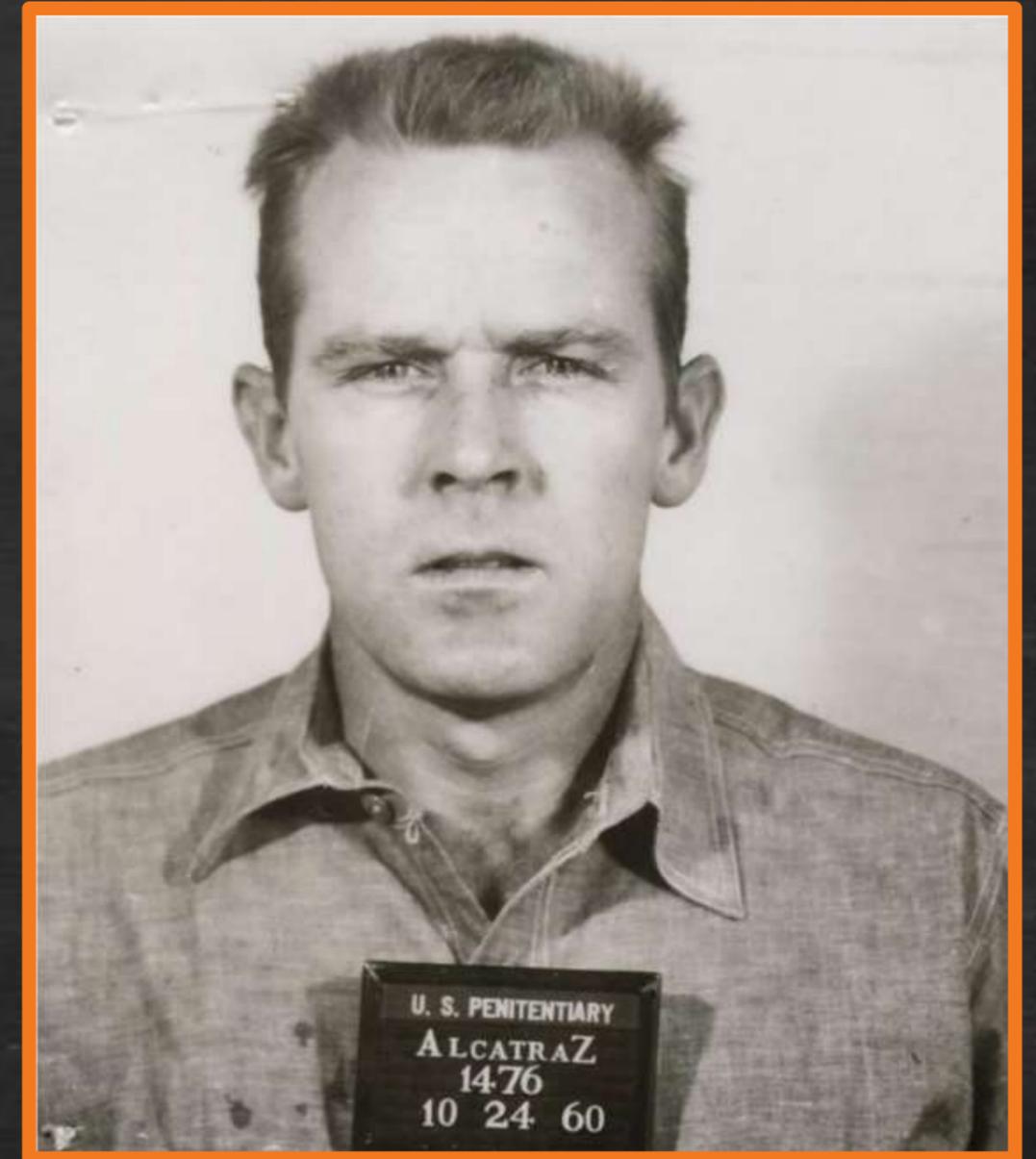
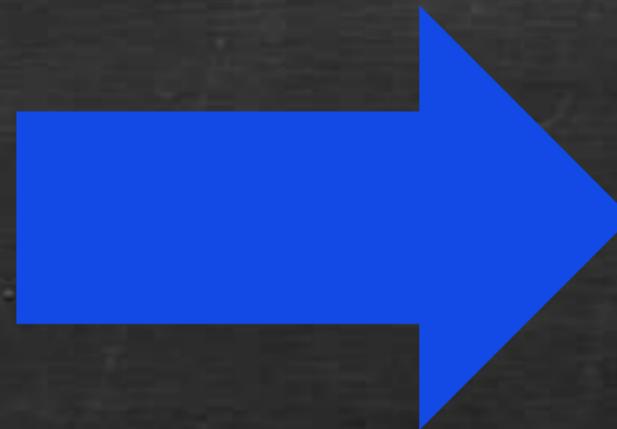


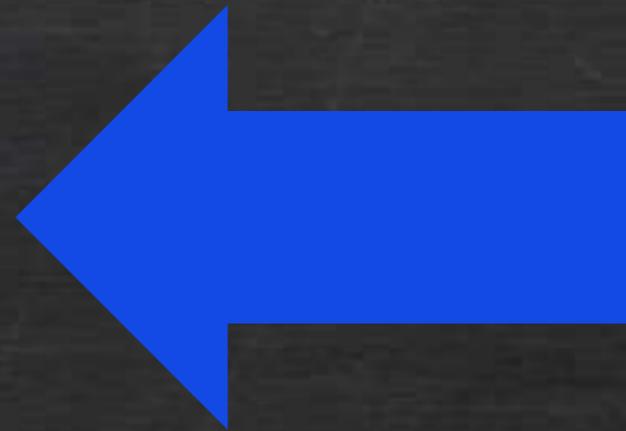
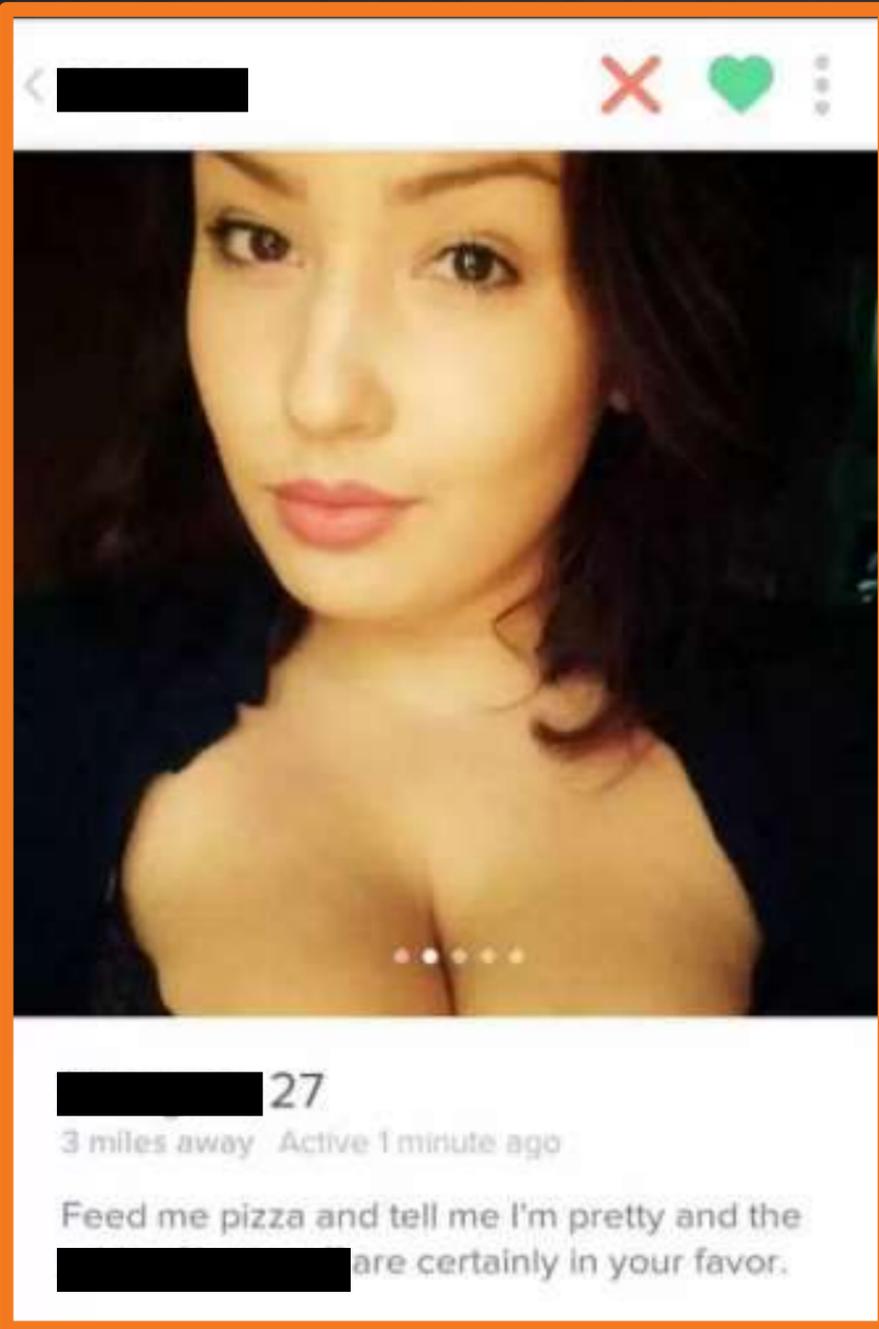
POLL QUESTION





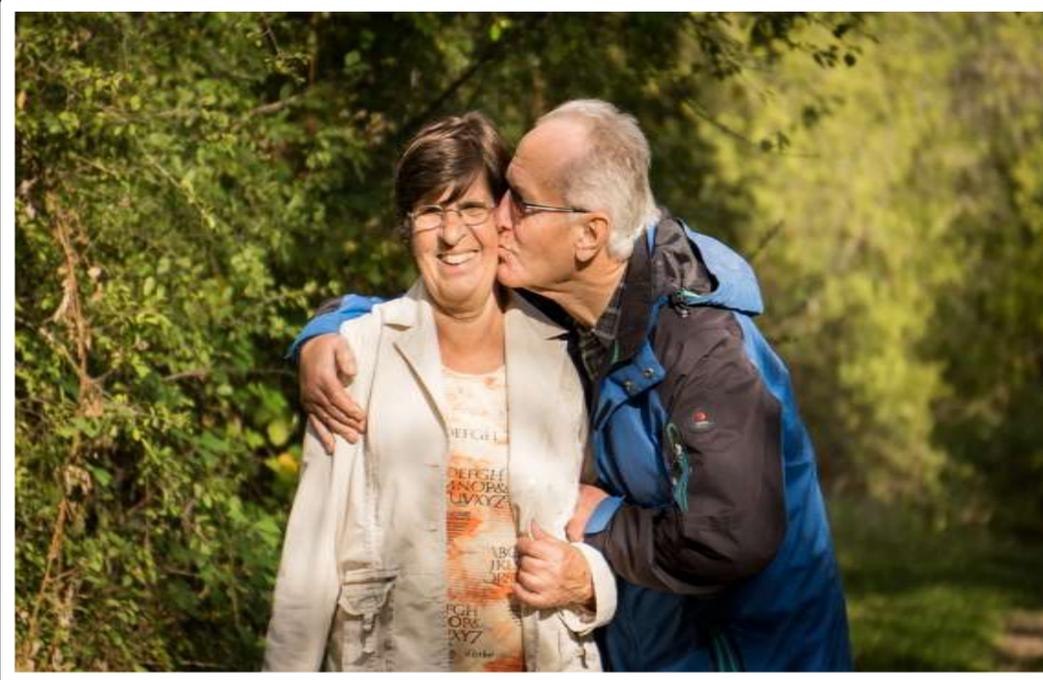
Is That a
Headshot or
a Mugshot?





Save It For
The People
Who Swipe..





Bobbie Herron | Customer Experience Manager

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The Bees Knees Agency

Physical Address

City, State Zip

(989) 672-9945 - Direct Line

(000) 000-0000 - Dealership Line

www.Dealershipwebsite.com

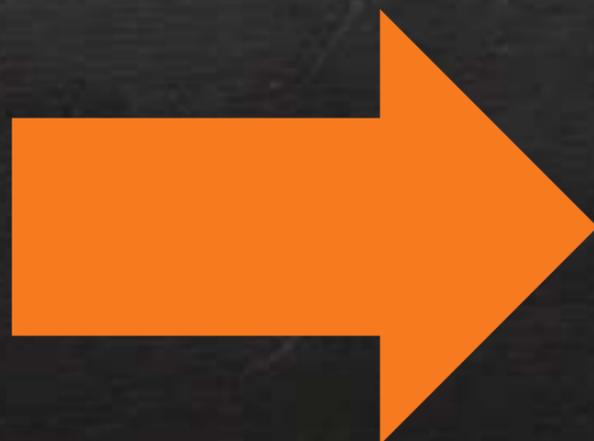
Prefer to Text? Please Opt-In by Texting "Yes" to **(XXX) XXX-XXX**
(Note - This number does NOT accept calls)



Ms. Bobbie Herron

989.672.9945 (Call or Text)

[Why Choose Me?](#)



PartnerWithBobbie@Gmail.com

989.672.9945 (Call or Text)

#PartnerWithBobbie



Bobbie Herron

Automotive Dealership Consultant / Trainer specializing in
Operations, Process, CRM, Digital Marketing, Sales, BDC & Talent

The Bees Knees Agency

Bobbie is one of the most outstanding individuals I have ever had the pleasure of knowing. I am lucky enough on occasion to develop a relationship with a peer that I can always depend on and my relationship with Bobbie is one of those. Bobbie is easily one of the best minds we have in automotive today, she has a one-of-a-kind personality that demands attention with great reason as she has an innate ability to inspire and energize anyone. To top it off she has a business sense and drive that is almost impossible to duplicate and a huge asset to any business or social network.



@DealerOn

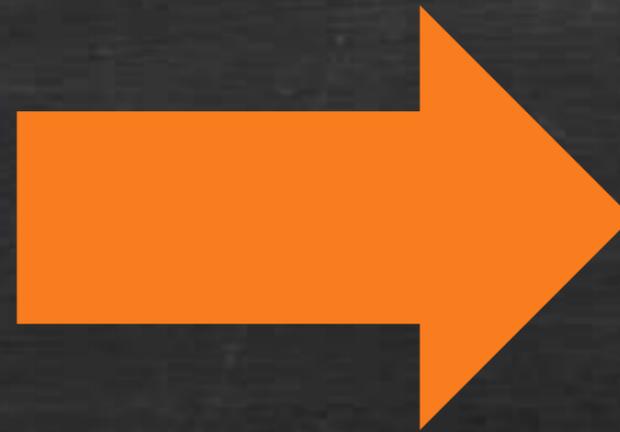
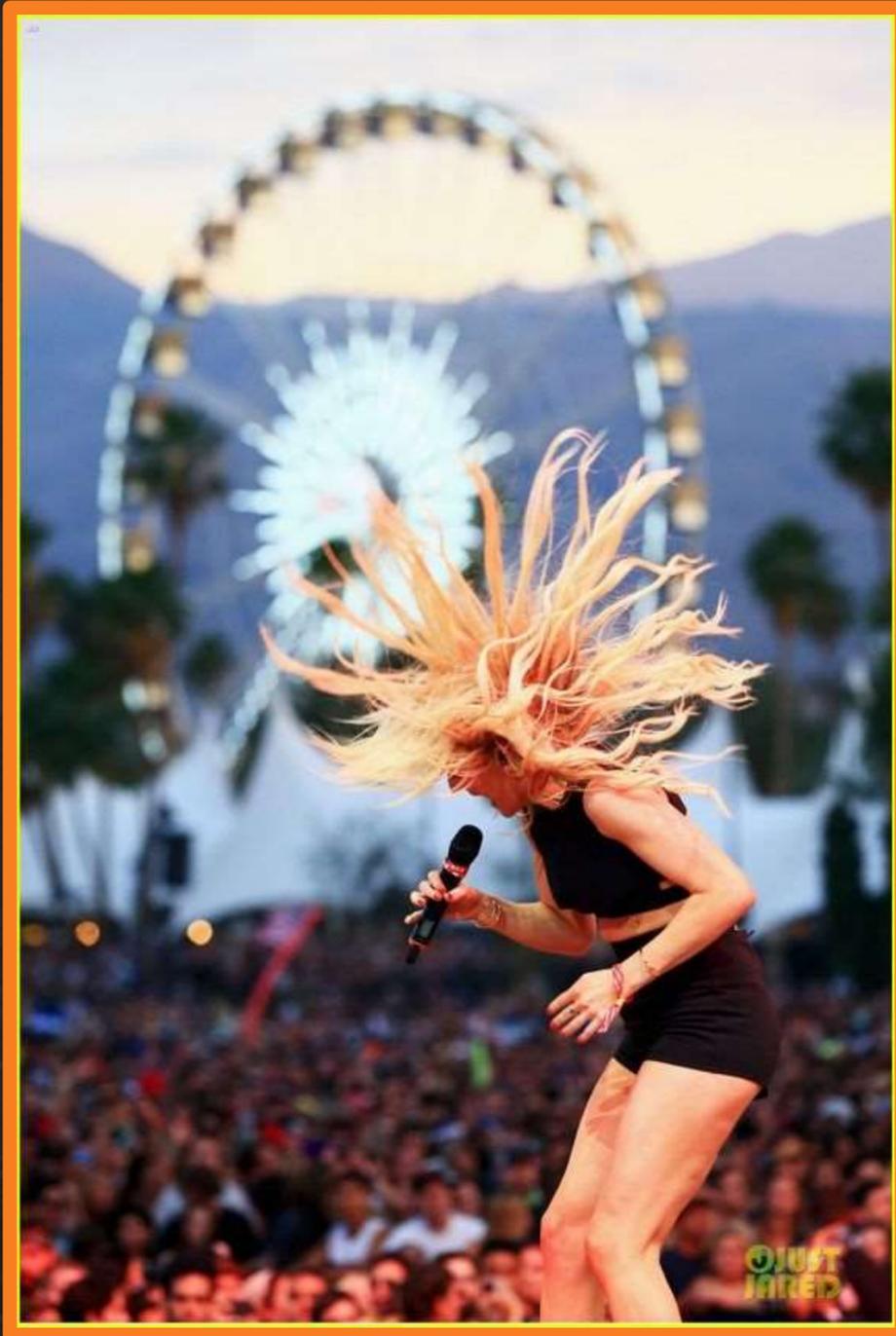
@ElianaRaggio

@signontheline



Follow Up
The Ferris Wheel





The Today
Business



@DealerOn
@ElianaRaggio
@signontheline



Status	Buyer/Co-Buyer	Created	Source	Vehicle
Duplicate		4/24/18	[REDACTED]	
Active		1/8/18	Referral [REDACTED]	2018 Chevrolet Silverado

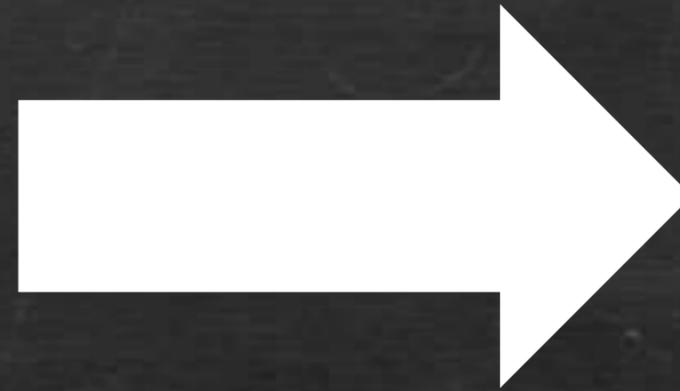
Status	Buyer/Co-Buyer	Created	Source	Vehicle
Duplicate		4/7/18	Cargurus	2014 RAM 2500
Duplicate		3/25/18	Cargurus	2015 RAM 1500
Active		3/11/18	Price Watch Onesourc	2011 GMC Sierra 1500
Duplicate		1/19/18	Cargurus	2007 Chevrolet Silverado

Status	Buyer/Co-Buyer	Created	Source	Vehicle
Duplicate		4/13/18	[REDACTED]	2014 Toyota Tundra
Active		4/9/18	[REDACTED]	2007 Dodge Ram 1500
Lost		11/1/17	Gmdl Dealer Used Ve	2010 Chevrolet Silverado
Sold	[REDACTED]	12/14/16	[REDACTED] Chevrolet W	2012 Chevrolet Cruze

The "Bad"
Duplicate Myth
That's Costing

You \$\$\$\$

Tomorrow's
Business





VIP Appointment Process



POLL QUESTION



Forget About Fair!

I'm *not*
Sorry!



Customer Service Policy - Advocate



Confirming The Appointment



<https://youtu.be/HtC4I8JPJt4>



@DealerOn
@ElianaRaggio
@signontheline





VIP Experience Set Up

Triple Dog Dare You To Try It.

How Many Contacts
Do You Have To
Attempt to Set an
Appointment?

Let That Sink In



5

The Handoff

1. The Prep Work
2. Exceed Expectations
3. Unsold Follow-Up





SUGGESTED RESOURCES

* Me - Obviously

* DealerOn Webinars

* Facebook Groups

* Non - Automotive Groups and Sites



ACTION ITEMS

1. Study Sources - Know What The Customer Is Experiencing
2. After Hours Game Plan!!
3. Customize The CRM - Work Smarter Not Harder!!
4. Implement and Execute a VIP Appointment Process.
5. Say Hello to Your Ferris Wheel Often.



Q&A: ASK OUR EXPERT



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Today's Expert



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AFTER THE SHOW



After the webinar, please fill out our short survey and let us know what YOU thought of today's presentation!

CHECK OUT OUR NEXT WEBINAR

Thursday, May 10 12pm EST / 9am PST

5 Inspiring Lessons from World Record Holder Ali Reda

Ali Reda

Master Sales Consultant
Les Stanford Chevrolet Cadillac



Damian Boudreaux

Trainer, Author, Founder of Auto Training Academy

