

# 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

PartnerwithBobbie@gmail.com

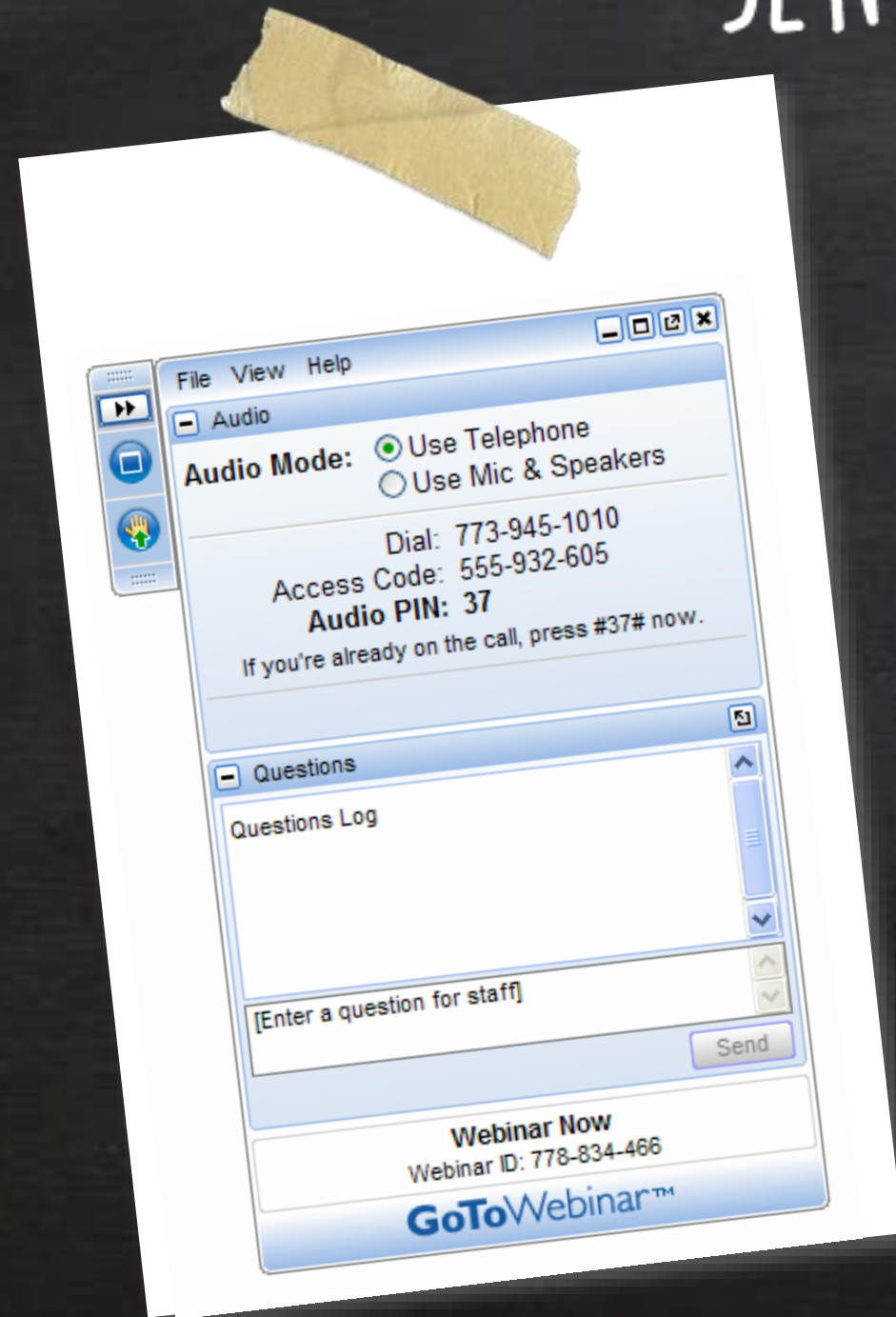
989.672.9945

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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](http://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





1.

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



@DealerOn  
@ElianaRaggio  
@signontheline





## 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



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@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]



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@ElianaRaggio  
@signontheline





# 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





2

You Never Get a Second Chance  
to Make a First Impression





## POLL QUESTION

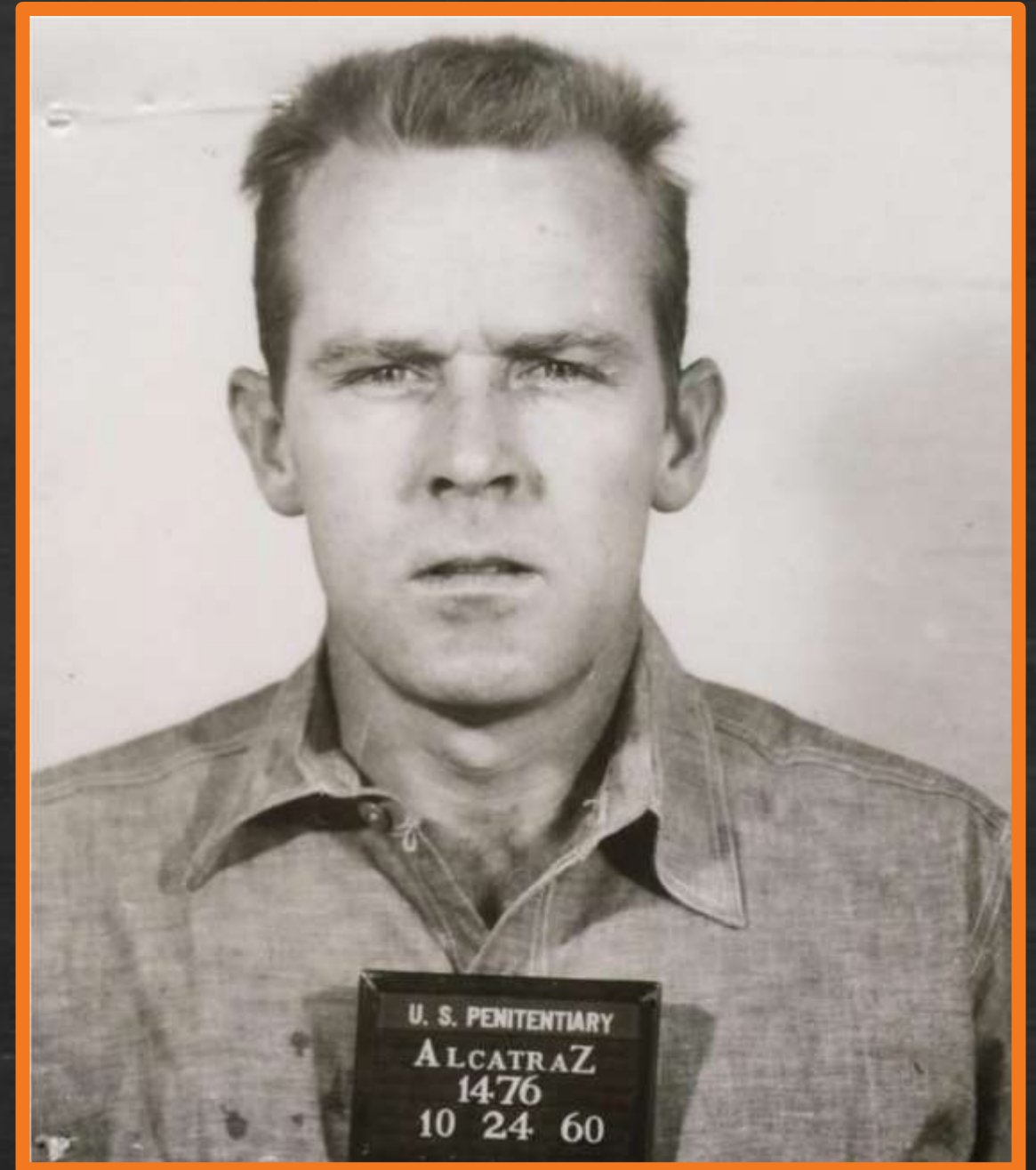
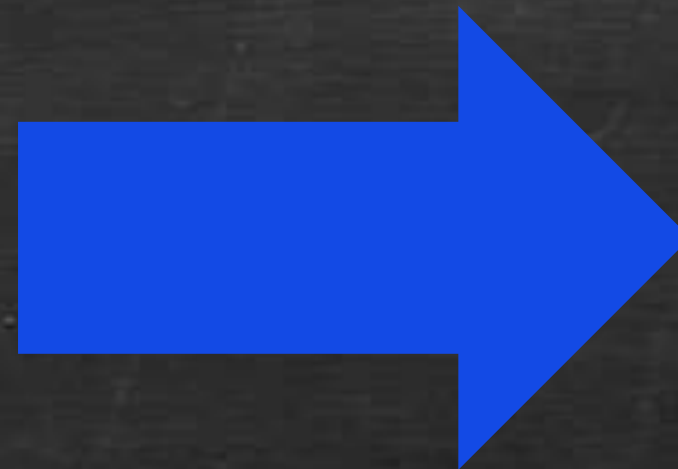




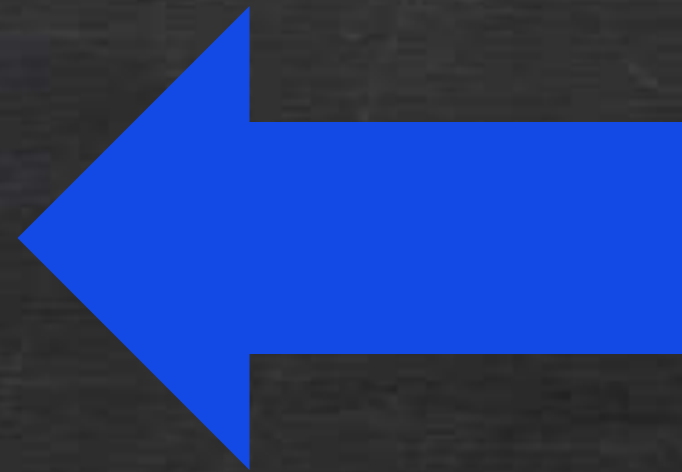
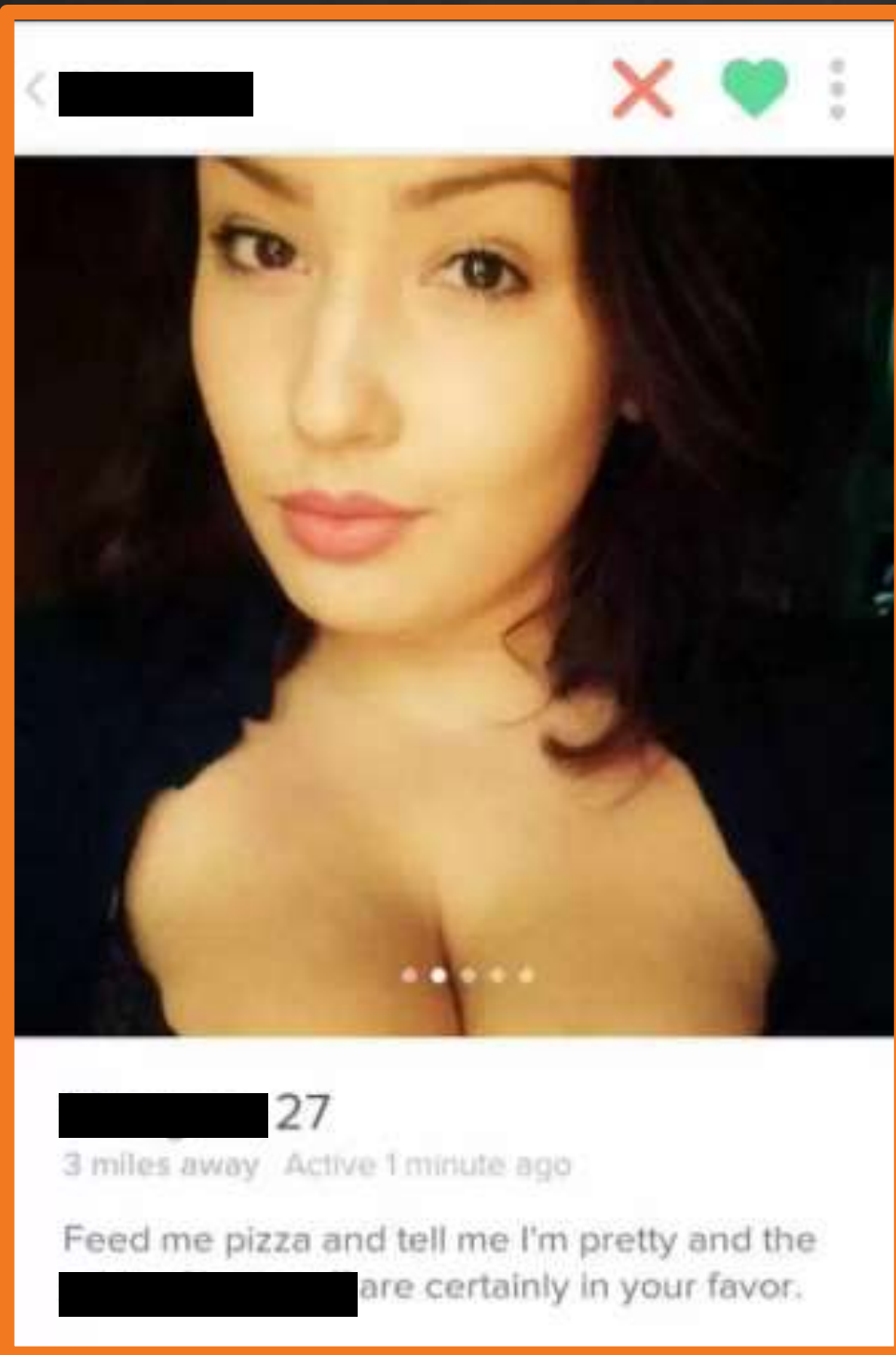




Is That a  
Headshot or  
a Mugshot?







Save It For  
The People  
Who Swipe..









## **Bobbie Herron | Customer Experience Manager**

PartnerWithBobbie@Gmail.com

The Bees Knees Agency

Physical Address

City, State Zip

(989) 672-9945 - Direct Line

(000) 000-0000 - Dealership Line

[www.Dealershipwebsite.com](http://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?](#)



@DealerOn  
@ElianaRaggio  
@signontheline



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.



3

Follow Up  
The Ferris Wheel







# The Today Business



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@signontheline



Status	Buyer/Co-Buyer	Created	Source	Vehicle
Duplicate		4/24/18		
Active		1/8/18	Referral	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 Onesour	2011 GMC Sierra 1500
Duplicate		1/19/18	Cargurus	2007 Chevrolet Silverado

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

The "Bad"  
Duplicate Myth  
That's Costing  
You \$\$\$\$

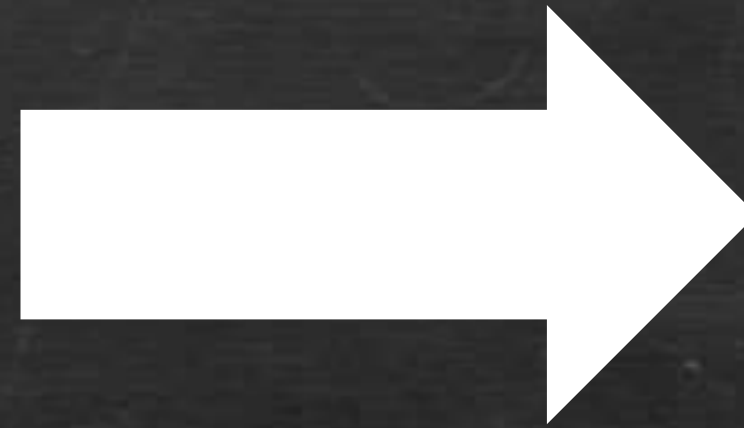


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# Tomorrow's Business







# VIP Appointment Process





# POLL QUESTION





Forget About Fair!

I'm *not*  
Sorry!





# Customer Service Policy - Advocate





# Confirming The Appointment



<https://youtu.be/HtC4I8JPJt4>



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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





RESERVED  
PARKING

*Bobbie  
Herron*

**NO MORE EXCUSES**



## 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 Pan!!
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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CHECK OUT OUR NEXT WEBINAR

Thursday, May 10 12pm EST / 9am PST

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# 5 Inspiring Lessons from World Record Holder Ali Reda

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Ali Reda

Master Sales Consultant  
Les Stanford Chevrolet Cadillac



Damian Boudreaux

Trainer, Author, Founder of Auto Training Academy

