
5 Digital Retailing Mistakes to Avoid

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...



Rudi Thun

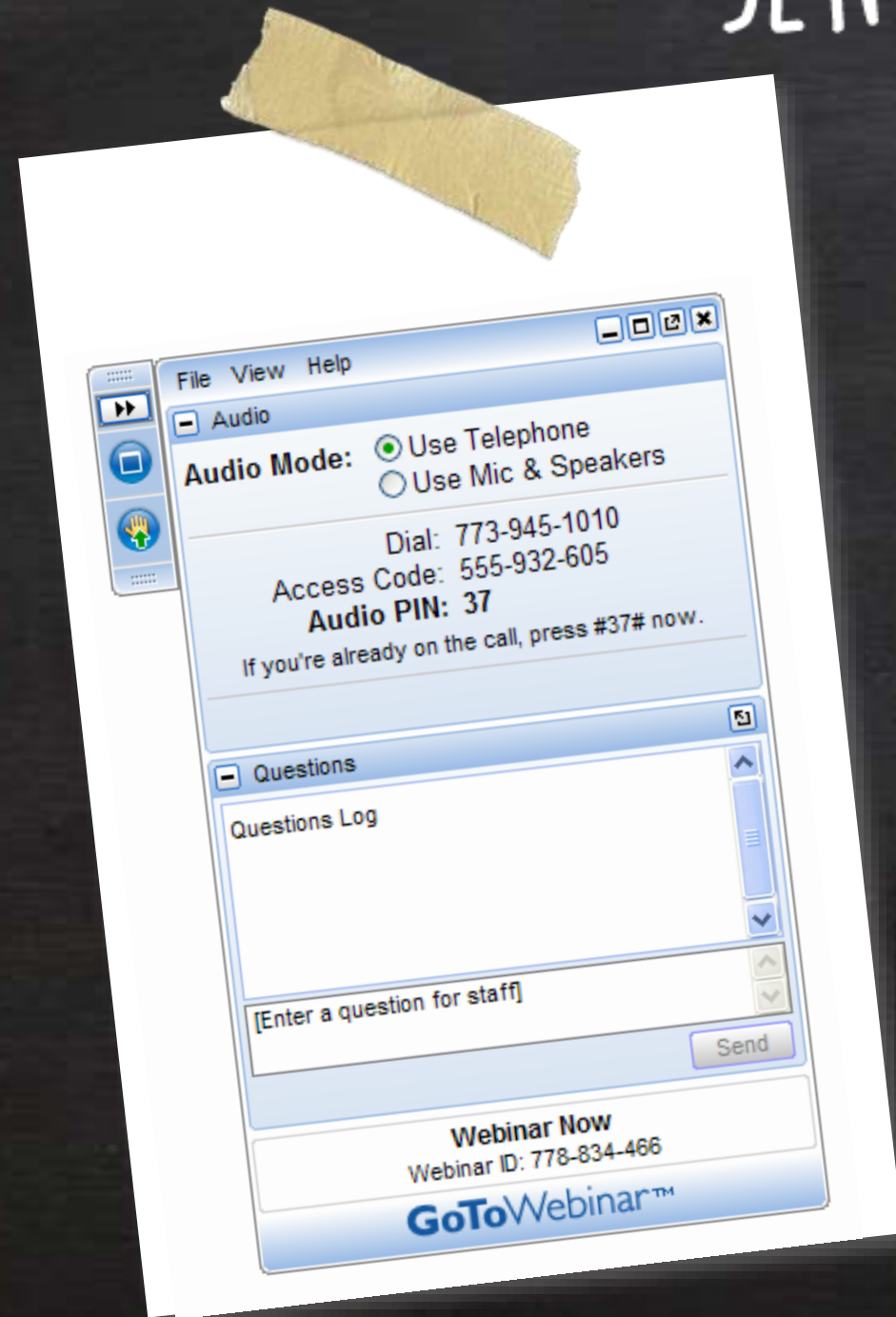
COO of Roadster

Rudi@Roadster.com

240.994.5909

@Rudi_Thun

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



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

@Rudi_Thun



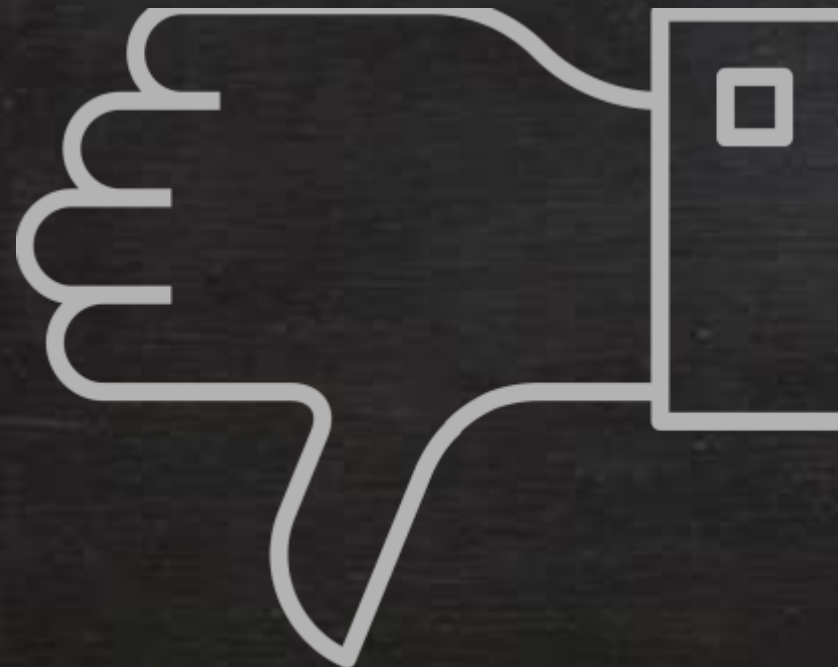
5 Digital Retailing Mistakes to Avoid

OBJECTIVES

- * THE PROMISE OF ONLINE COMMERCE
- * NEW DATA SUPPORTING ONLINE RETAIL
- * IS IT WORKING?
- * SUCCESS VS. FAILURE
- * MISTAKES TO AVOID AT LAUNCH
- * THE IMPORTANCE OF OMNICHANNEL
- * DEALER BEST PRACTICE EXAMPLES



17 out of 4002



That's how many people were satisfied with the car buying process according to a Cox Automotive survey in 2015.

That's not a percentage either.

What's your plan to avoid disruption or disintermediation?



THE PROMISE OF DIGITAL RETAILING

10X VDP ENGAGEMENT

BUILD DEALS IN MINUTES

SET YOUR SALES ON FIRE

10X SALES CONVERSION

6 DAYS FASTER

INCREASE F&I BY \$500+

SELL FASTER, SAVE TIME

POLL QUESTION



COMMERCE SOLUTIONS FOR TODAY'S MODERN DEALERSHIP



DIGITAL RETAIL FLAVORS

Superlead Generation

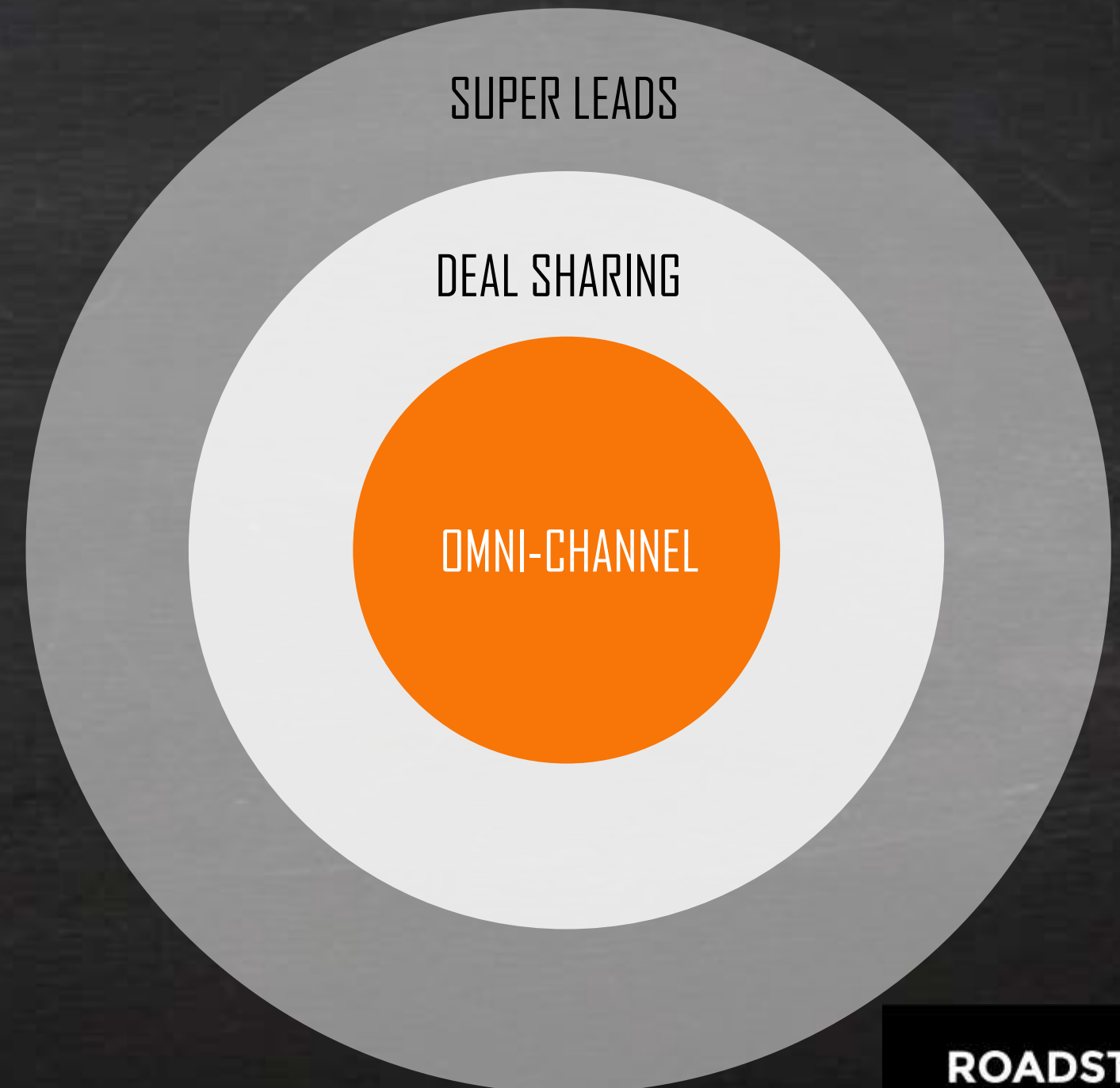
Payments and Product info selected online,
pushed into CRM.

Deal Sharing

Payments and Product info pushed digitally to
customers & finalized online.

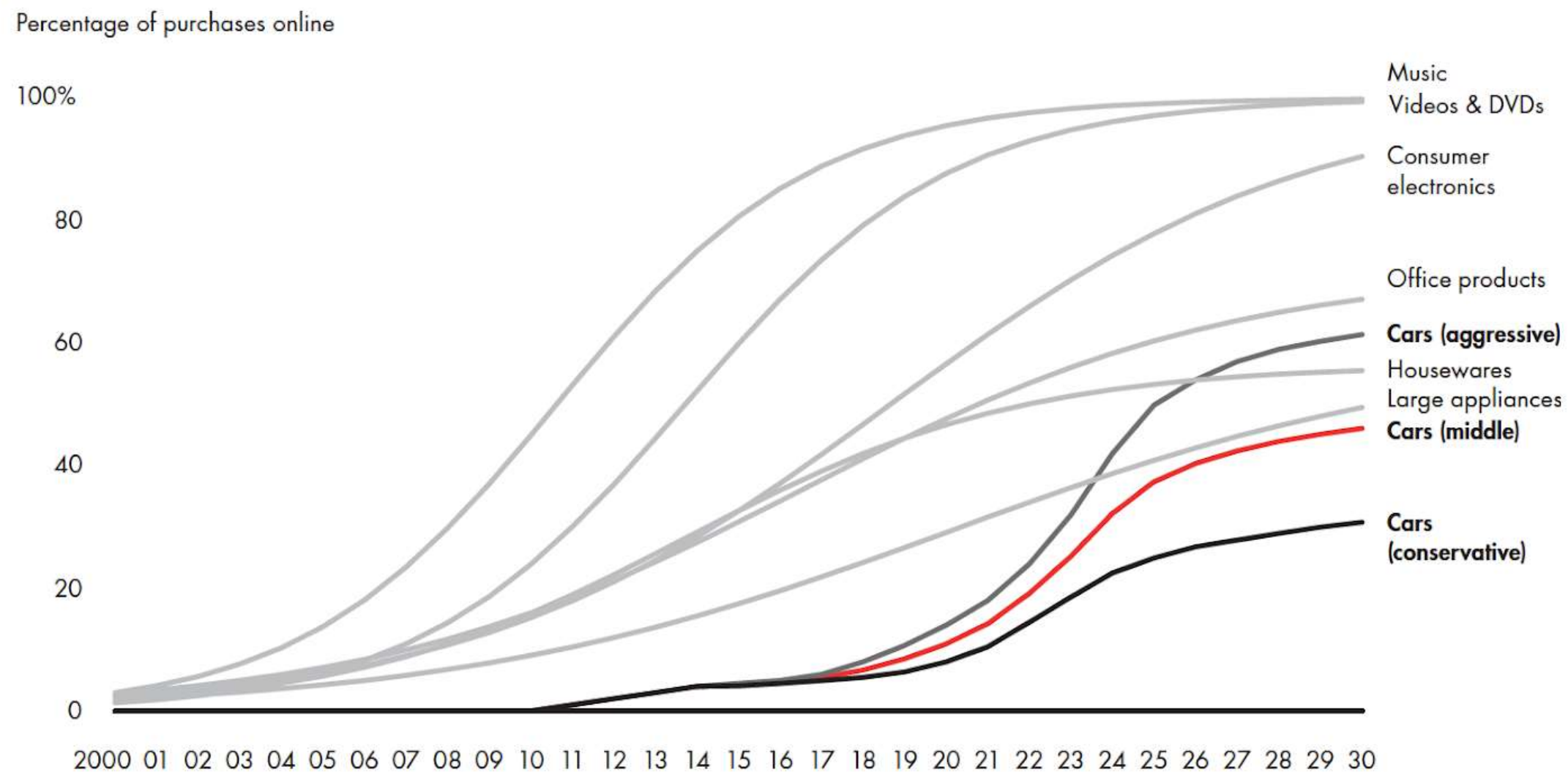
Omni-channel

Digital Commerce. All deals presented & finalized
digitally whether online, instore, or on mobile.



SURVEY SAYS...

Figure 6: Car buying may move online more rapidly than many other consumer categories



Sources: Forrester; Bain & Company

83% want to start online

Consumers want to complete one or more steps of the purchase process online, whether that is from home or in your dealership.

71% Information about the deal

51% Structure the deal online

43% Understand financing

Access to deal information is a must, followed by the ability to structure the entire deal and reviewing finance options online.

7 out of 10 more likely to choose you

Likelihood to choose your dealership skyrockets when online buying options exist. (Whether or not they actually use them.)

57% want digital tools in-store

Assisted buying is a must. Shoppers want in-store tools & kiosks to work side by side with your dealership staff.

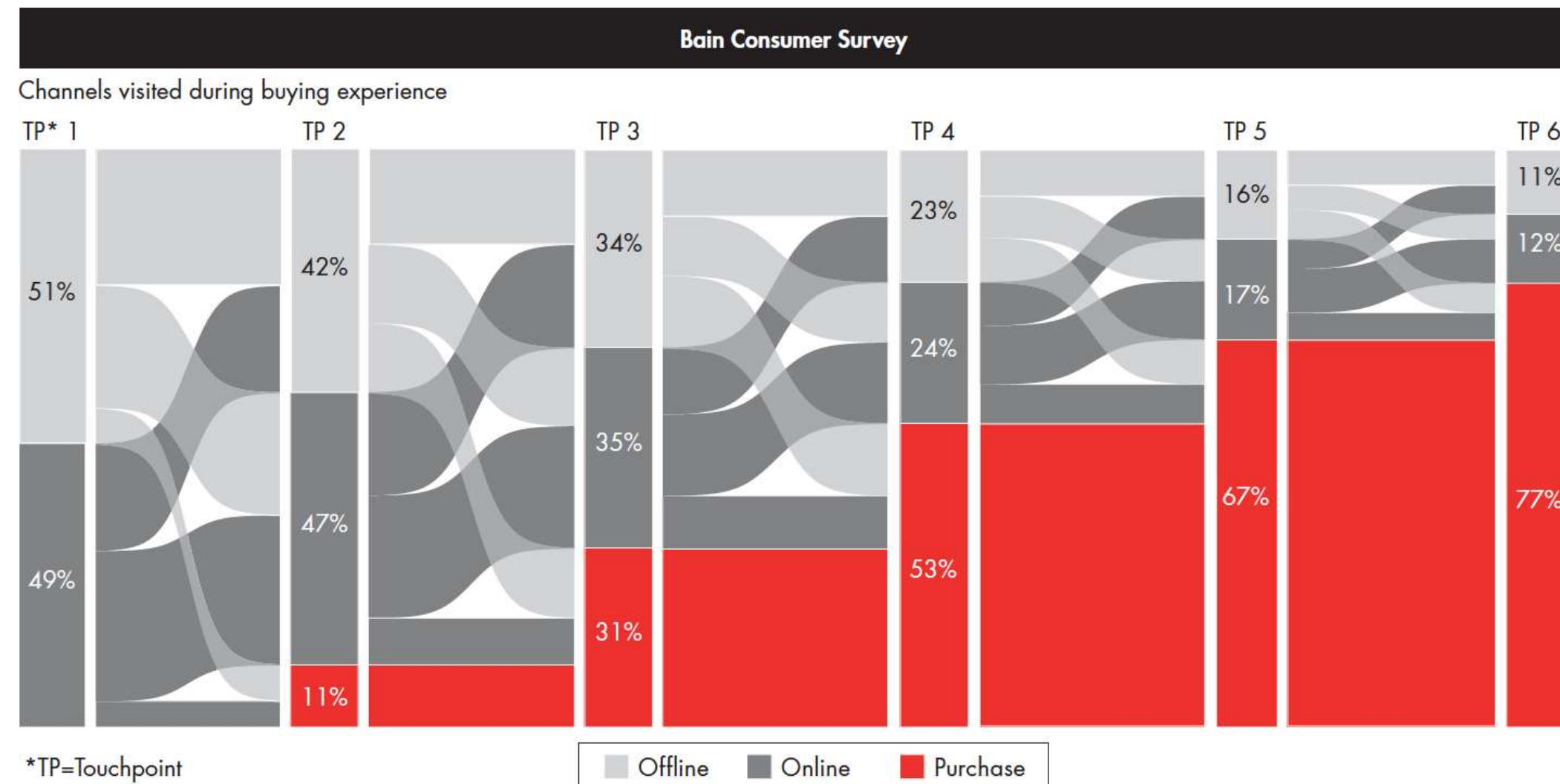
4
TRUTHS OF CONNECTED RETAIL



@DealerOn
@ElianaRaggio
@Rudi_Thun

TOUCHPOINTS ARE OMNICHANNEL

Figure 2: Nearly half of buying experiences begin online, and then move back and forth, offline and online, as customers gather information to make their purchasing decisions



172%

78%

74%

63%

of consumers
initiated their
car purchase
online.¹




THE OMNICHANNEL EXPERIENCE

The screenshot displays the Toyota Marin website interface. At the top left is a hamburger menu icon. Next to it is the Toyota logo followed by the text "TOYOTA MARIN". To the right is a search bar with the placeholder text "Search model or vehicle". Further right is a user profile icon with the name "Michelle D." and a dropdown arrow. A dropdown menu is open, listing the following options: "CHOOSE AGENT", "CUSTOMER LOOKUP", "VEHICLE FINDER", "SHOW MSRP ONLY", "WELCOME", "VEHICLE RECOMMENDER", "NEEDS ASSESSMENT", and "INVENTORY". The main content area features a large heading "SHOP OUR EXPRESS STORE" with the subtext "Buy or lease your next new car online and we'll deliver it to your door". Below this is a prominent red button labeled "START SHOPPING". Underneath the button is a play button icon and the text "WATCH VIDEO (60 secs)". The background of the website is a scenic image of a Toyota SUV driving on a road at dusk.

THE OMNICHANNEL EXPERIENCE


2018 TOYOTA CAMRY STYLES

6 styles available

5 cars		8 cars
		
LE 203-hp 2.5L 4 Cylinder 8-speed Shiftable Automatic Front-Wheel Drive	SE 203-hp 2.5L 4 Cylinder 8-speed Shiftable Automatic Front-Wheel Drive	XLE 203-hp 2.5L 4 Cylinder 8-speed Shiftable Automatic Front-Wheel Drive
Starting \$24,895 *	Starting \$26,095 *	Starting \$29,345 *
Build Your Own >	Build Your Own >	Build Your Own >
EPA Estimated MPG: 28 / 39 / 32 City Hwy Avg	EPA Estimated MPG: 28 / 39 / 32 City Hwy Avg	EPA Estimated MPG: 28 / 39 / 32 City Hwy Avg
Includes select L features, plus:	Includes select LE features, plus:	Includes select LE features, plus:

THE OMNICHANNEL EXPERIENCE

2018 Toyota Camry



Midnight

EPA Estimated: 28 City / 32 Hwy / 32 Avg *

203-hp 2.5L 4 Cylinder

8-speed Shifttable Automatic

Safety: 5.0/5

3 Years / 36,000 Miles

BUY THIS CAR

SHARE

Details

S

that you are

\$372.31/month

es, on approved credit

YOUR 2018 TOYOTA CAMRY

Enter your contact info and we'll email or text you details about this vehicle. You can complete the entire transaction from the comfort of your home with our express buying service.

First Name

Last Name

Email Address

Mobile Phone (Optional)

Thank you for choosing Toyota Demo. Here is a link to the Toyota Camry deal that I put together for you. Don't hesitate to reach out if you have any questions.

SUBMIT



THE OMNICHANNEL EXPERIENCE

ROADSTER ADMIN
TOYOTA DEMO

Q Search for a customer or vehicle

Back to Storefront


Michelle De... ▼

DASHBOARDORDERSLEADSINBOXTRADE-INSPRICESRATINGSAGENTSREPORTSSETTINGSUPPORT

Customer Edit
amit testtest
amit+438389@roadster.com
9255802394
Los Angeles, CA 90068

In-store: Yes
Credit tier: 0
Prefer to: Text
Days wanted: 7

Send a Message

Vehicle Edit
New 2017 Toyota
Tacoma Double Cab TRD
Sport


Express In-Store Order #50218

39% completed

Started: 4/25/18 8:25 AM
72 minutes ago

ALL ACTIONS ▼

First Deal Deal accepted: Cash View deal sheet Completed	Trade In Inspected Appraisal \$3,760 Payoff: \$5,000 Apply to purchase: \$-1,240 Offer Accepted	Credit Short form: pending License: pending Insurance: pending In Progress	Service Plan Theft Deterrent Not Started	Accessory None selected Not Started	Final Deal Prepare new deal sheet Pending
Schedule Pending					

OMNICHANNEL SIGNIFICANTLY
INCREASES CUSTOMER SATISFACTION



172%

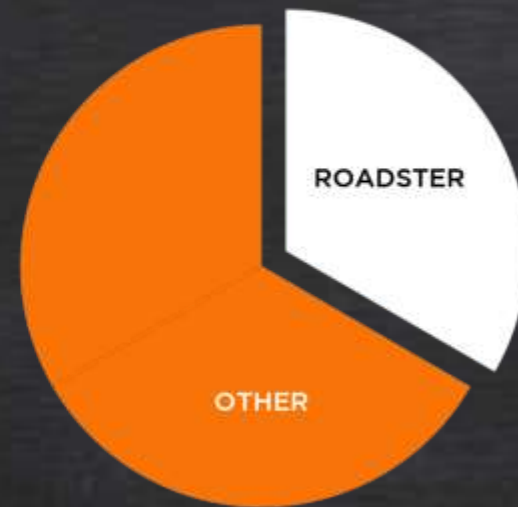


RESULTS TO DATE



NPS score > Apple, Amazon & USAA who are in the mid 70s¹.
Average dealer NPS: 48

Dealers bonuses tied to high CSI, Marketing opportunities from Express car buying



30% of dealer website visitors use Express Storefront when promoted; 17% with little to no promotion.

More qualified customers who have started to desk their own deal. Ability to re-engage all customers with interactive deal sheets.



Both sales agents & customers see significant time savings when the platform is utilized end-to-end.

Efficiency savings estimated at \$4,800 per month, even at current sales volumes



15% of Roadster leads close³, 3x the close rate of an Internet lead.

Exponential revenue growth potential through increased close rate & market expansion



Current partners are maintaining F&I while increasing efficiencies and close rates.

Mark Miller Subaru saw a 40% contract penetration rate for online sales vs. 45% for in-store sales.



You've got to start with the
customer experience and
work back toward the technology."

—Steve Jobs



@DealerOn
@ElianaRaggio
@Rudi_Thun

ROADSTER

SUCCESS NEEDS
A CHAMPION



@DealerOn
@ElianaRaggio
@Rudi_Thun

ROADSTER

5 MISTAKES TO AVOID WHEN LAUNCHING DIGITAL COMMERCE





BEING HALF PREGNANT



DO YOU FUNDAMENTALLY
BELIEVE WE ARE READY TO START
TRANSACTIONING DIGITALLY?





DIVING IN WITHOUT A PLAN



@DealerOn
@ElianaRaggio
@Rudi_Thun

ROADSTER

KNOW YOUR BEACHHEAD.

PICK A DEPARTMENT

AND GO ALL IN.



INTERNET/BDC

TRADE VALUATION

SHOWROOM

ONLINE F&I





NO PRICE TRANSPARENCY
/ CONSISTENCY




@DealerOn
@ElianaRaggio
@Rudi_Thun

ROADSTER

CONSISTENT AND FAIR PRICING BUILDS CONSUMER TRUST. NO MORE SWINGING FOR THE FENCES.

MODEL INFO

VIN 4T8B2HKL1J0505775
Model 2560 Stock # D40440



● Predawn Gray Mica

● Black Leather

EPA Estimated: 44 City / 47 Hwy / 46 Avg

208-hp 2.5L 4 Cylinder Hybrid

Continuously Variable

Safety: 5.0/5

3 Years, 36,000 Miles

Front-Wheel Drive

4-door Sedan

5 Passengers

Packages & Options ⓘ

Audio Package, Driver Assist Package, Power Tilt/Slide Moonroof, Adaptive Headlight, All-Weather Floor Liner Package

VIEW CAMRY HYBRID INVENTORY

BUILD YOUR OWN

2018 Camry Hybrid XLE

LEASE FINANCE **CASH**

\$36,242^{*}

Price Details ⓘ

Toyota Marin Price (excl. taxes and fees)

After \$1,267 dealer discount

MSRP: \$37,509

Your Payment Options

Select the buying or leasing option that you are interested in.

Lease

\$450.10/month

incl. taxes and fees, on approved credit

\$3,500 due at signing, 12,000 miles/year, 36 months

Finance

\$583.75/month

incl. taxes and fees, on approved credit


\$5,000 down, 60 months, 0% APR

Pay Cash

\$40,025

incl. taxes and fees

Camry Hybrid XLE



208-hp 2.5L 4 Cylinder H...
Continuously Variable
Front-Wheel Drive

● Predawn Gray Mica

● Black Leather

BASE MODEL	\$32,250
Packages and Options	\$4,364
+ Audio Package ⓘ	\$1,800
+ Driver Assist Package ⓘ	\$1,050
+ Power Tilt/Slide Moonroof	\$845
+ Adaptive Headlight ⓘ	\$415
+ All-Weather Floor Liner Package ⓘ	\$254
Manufacturer Destination Charge	\$895
MSRP (STICKER PRICE)	\$37,509
Dealer Discount	-\$1,267
TOYOTA MARIN PRICE	\$36,242
Sales Tax (8.125%)	\$2,967
Estimated Registration & Fees	\$621
Service & Protection Plans	\$195
+ Theft Deterrent	\$195
TOTAL PURCHASE PRICE	\$40,025



POLL QUESTION





FALSE START
(LACK OF BUY IN)



ENCOURAGE OWNERSHIP.

GET PEOPLE INVOLVED

EARLY & OFTEN.





LACK OF TRANSITION PLAN



RECAST YOUR TEAM
& THEIR ROLES.

GET THE SALES MANAGER
OUT FROM BEHIND THE DESK.



THE IMPORTANCE OF OMNICHANNEL

- 90% of customers today will finish the transaction in-store.
- Customers expect the same efficiency in-store as they see online.
- There are many touchpoints throughout the buying process. Being able to pick up where a customer left off is key.
- In-store Tools allow sales teams to take the customer from start to finish.
- With the right tools, your sales team can establish a deeper, more trusted relationship with their customers.
- The millennial employee expects technology as much as your customers do!



BEST PRACTICE EXAMPLES



OMNICHANNEL SELLING & IN-STORE ASSISTED BUYING

ANDERSON HONDA

- Pro-active use with phone ups and internet leads, regardless of source
- Concierge focused: walks customers through the online process
- Personalizes every experience, one sales team handles all
- Roadster represents 1/3 of internet leads, and over 2/3 of sales
- 35% close rate for online orders; 3X the conversion of internet leads
- Expedited process in-store, paperwork done during test drive

“Some of the weakest sales people are becoming the strongest because of this platform.”

-Manny Souza, Sales Manager



@DealerOn
@ElianaRaggio
@Rudi_Thun

ROADSTER

IN-STORE PRESENTATION & ONE PERSON START TO FINISH

TOYOTA/HONDA OF SEATTLE

- Went one price three years ago and hasn't looked back.
- Extremely tech oriented. Apple store like look and feel.
- Hires millennials and trains them on the technology.
- Uses Roadster to shows cars and starts the pencil process on iPads.
- No sales managers involved (only occasionally).
- Shares interactive deal sheets with customers, in-store, online & with phone ups
- Document specialists confirm deals, but sales takes them all the way through the process. No F&I.
- Uses Express Storefront to expedite the sales process, allowing each sales person to handle more customers.
- Customers spend on average \$500 more because they make it easy



SUGGESTED RESOURCES

- * Bain & Company Brief: The Future of Car Sales Is Omnichannel
- * EY White Paper: Future of Automotive Retail - Shifting from transactional to customer-centric
- * J.D. Power White Paper: Top Trends to Improve Your Retail Experience in 2017



ACTION ITEMS

- * Start developing your plan now
- * Think holistically about the customer journey
- * Leverage and include your people each step of the way
- * Take action and start learning



Q&A: ASK OUR EXPERT



@DealerOn
@ElianaRaggio
@Rudi_Thun

ROADSTER

PRIZE ALERT



Be the first to answer the giveaway question correctly
to win this awesome prize!



@DealerOn
@ElianaRaggio
@Rudi_Thun

ROADSTER

Today's Expert



Rudi Thun

COO of Roadster

Rudi@Roadster.com

240.994.5909

@Rudi_Thun

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 24 12pm EST / 9am PST

Online Merchandising Strategies that Lead to Profits & Growth



Russ Daniels

Senior Manager of Product Marketing at HomeNet Automotive

