

“Lead” Handling

Like a Rockstar 2.0!

About DealerOn

- Digital Dealer Website Excellence Award Overall Winner
✓ An Unprecedented 6 Years In A Row!
- DrivingSales Top Rated Website Provider 2011 thru 2015
- Two time AWA award winner
- Google AdWords Certified Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 200%



Upcoming Speaking Engagements



DrivingSales
ExecutiveSummit

Oct. 23 - 25
Bellagio, Las Vegas



Greg Gifford

Director of Search & Social
ggifford@DealerOn.com
@GregGifford

Shaun Raines

VP of Business Development
shaun@DealerOn.com
@shaunraines

Say Hello To...



Bobbie Herron

Director of Dealer Performance
AKA - Automotive Consultant/Trainer /Master Mind
ZMOT Drive

Bherron @ ZMOTAuto.com
989.672.9945
@signontheline

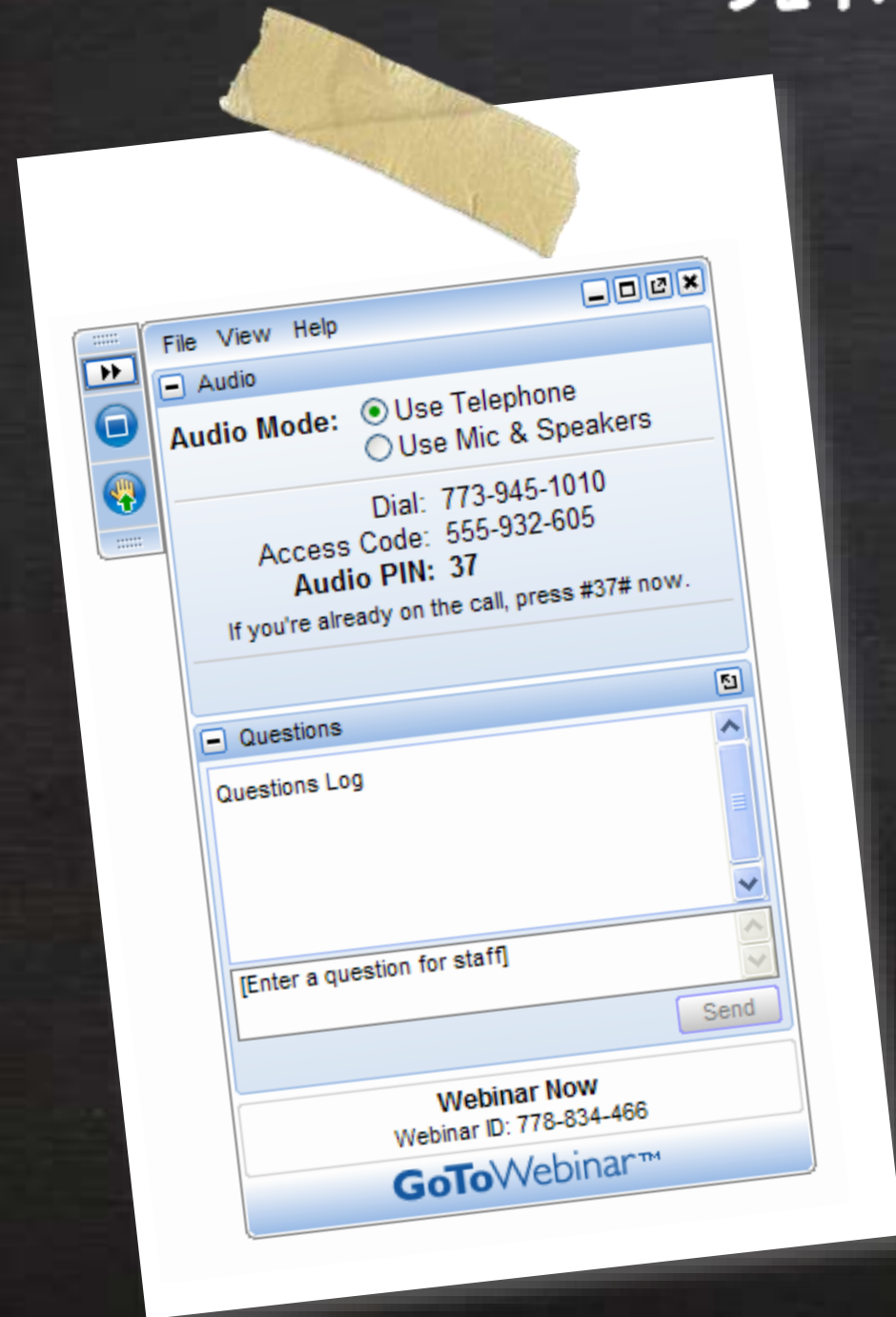


Women in Automotive Conference



Palm Springs, CA
Dec. 10 – 11, 2017
WomenInAutomotive.com

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

@SignOnTheLine

Lead Handling

Like a Rockstar 2.0!

OBJECTIVES

- * EVALUATE YOUR MINDSET AND GET UNCOMFORTABLE
- * IDENTIFY RESPONSIVE VS NON RESPONSIVE "LEADS"
- * ESTABLISH YOUR #STARTATSTART AND GOAL METRICS
- * CREATE AN ACTION PLAN FOR EACH METRIC SEGMENT
- * CUSTOMIZE THE CONVERSATIONS. PROCESS GETS PERSONAL
- * IDENTIFY ACTION ITEMS TO IMPLEMENT
- * GIVEAWAY A NINTENDO SWITCH TO A LUCKY ATTENDEE
- * QUESTION AND ANSWER SESSION



Legal Disclaimers

1. I am NOT Willy Wonka. I don't sugarcoat things.
2. If you're feelings get hurt easily, I suggest self awareness and some tissues.
3. I talk fast. Really fast. Don't worry. You'll get a recording.

NOTE - I will be made fun of on unspeakable levels by every other speaker I know for how much content lives on the following screens. I'm risking my street cred for you. Don't let it be in vain.

Lead Handling Rockstar

Noun

One who may not be an actual ROCKSTAR but has the mind set and characteristics of one.

"I handle leads like a rockstar."



“The secret of change is to focus
all of your energy, not on
fighting the old, but on building
the new.” - Socrates (Maybe)



Perception is Reality

A “Lead” vs Opportunity

- Seriously, Just Stop.

Those “Leads” are Bad

- Bad Source
- We Don't Have The Car
- They Live to Far Away

The Buyers are Different

- Buyers are “Liars”
- They Know More These Days
- They Don't Respond



That's Great Bobbie But...

I Don't Have Time

- I'm a one man/woman show.
- I have to chase people all day.
- I do everyone's jobs or they don't get done.

I'm Not Allowed To

- "They" won't let me. It's not allowed.
- "They" are all old school. They don't get it.
- I tried that already but no one followed through.



“We’re going to resolve every conflict in the company right now.”

Let's Make a Deal

1. Identify your road block.
2. Find a Solution.
3. Implement it within 7 days.



POLL QUESTION



How Many Opportunities Equal a Sale? you can't manage what you don't measure



"How do the year end numbers look?"

Two Buckets

1. They Engaged With Me
2. They Won't Respond



Bucket One

They Engaged

- How many engaged?
100
- How many set an appt?
50
- How many were confirmed?
40
- How many showed up?
25
- How many sold?
12.5



Bucket Two

No Response

NOTE – Personalized means you didn't send a template that YOU did NOT write without customizing it.

- How many “Leads” never engaged/responded to your attempts?
- What is your average response time in minutes? NOT Counting Auto Responders.
- How Many FIRST Responses Were personalized.
- What percentage of the time that a question was asked in the initial “Lead” did you address it in the FIRST response?
- How many times did you attempt *personalized follow up past 7 days?
- How many times did you follow up past 21 days with a personalized response?

Sweat the Details



"Hold on, this customer requires a special red carpet treatment!"

- The Name - Proper Formatting
- The Source - What Type of Buyer
- The History - Read the "Lead"



Sweat the Details

JENnifer BRIGgs
(Individual)
H: (989) 672-9945
bobbie.herron@hotmail.com

Search:



Make sure phone lead is sourced properly...and given to the correct salesperson. ([dismiss](#)) ([Edit](#))
Assigned To: Tim Smith

Ten Second Fix

Jennifer,

I just wanted to touch base with you and see if you have any more questions?


I also wanted to let you know that here at Pretend Motorcars we go out of our way to ensure you have one of the best automotive dealership experiences.

Please let me know if there is anything that I can do to make your vehicle selection process any easier.

Sincerely,

Customer Dashboard






Jennifer Briggs
(Individual)
H: (989) 672-9945
jbriggs@zmotauto.com

 Click to add customer note



@DealerOn
@ElianaRaggio
@signontheline

JENNifer BRIGgs
(Individual)
H: (989) 672-9945
bobbie.herron@hotmail.com

Search:     

☒ Make sure phone lead is sourced properly...and given to the correct salesperson [\(dismiss\)](#) [\(Edit\)](#)
Assigned To: Tim Smith

[Click to add customer note](#)

Sales (2)	Wish List	Value
Status	Buyer/Co-Buyer	Created
Active		9/29/16
Lost		9/29/16

Source	Vehicle
Bdc	2016 Jeep Patriot
Auto Alert	2016 Dodge Journey

Hot Call Email Appt. Note Lost Bad Sold Visit Letter SMS

Status: -- Status Not Set --
Process: Phone Lead Follow up

Lead Info

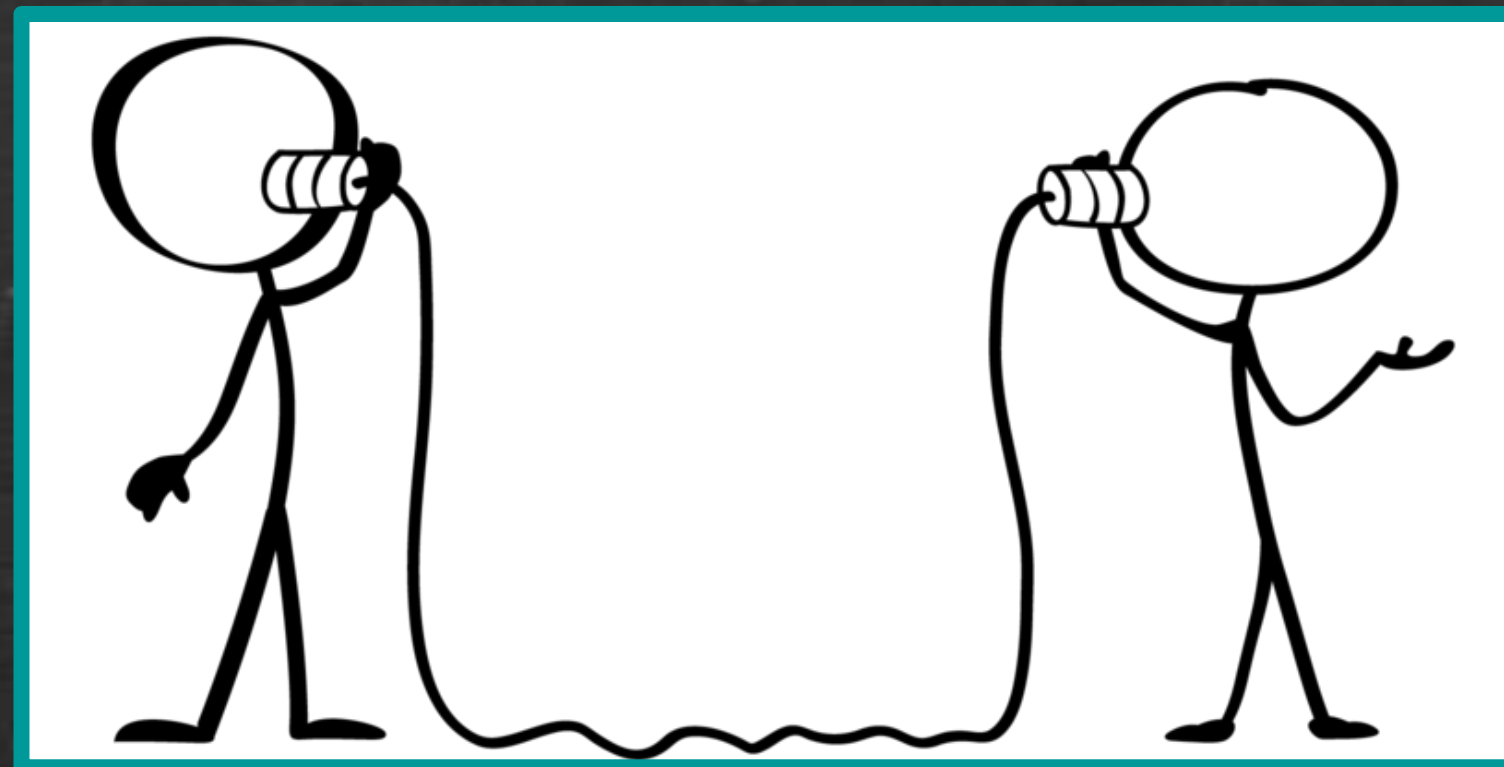
Status: Active
Sales Rep: Bobbie Herron
BD Agent: None
Manager: None
Created: 9/29/16 1:03a (0d)
Source: Bdc (Phone)
Contacted: Yes (0:00)

Vehicle Info

2016 Jeep Patriot Latitude (New)
FWD SUV (4 Door)
Stock #: 16055
1C4NJPFA2GD548385
2.0L 4 cyls
DAV
Color: Bright White Clear C
Mfr code: MKTM74
Location: Meadowdale of Garner
Transmission: Continuously Variable Transaxle II,
Radio: 430N, Quick Order Package 24G High

What Kind of Buyer Is This

Are You Sending The Right Message



What Do They Actually Want

OEM - Researching Models And Comparisons

Third Party - Research and Pricing

Dealer Website - 2X The Rate - Actual Vehicle



Break it Down

- Trade In
- Payment Ad
- OEM Send In



Read the "Lead"

- Current Comments/Questions
- Past Files Visits/Sold
- Who/What/When/Where/Why



You Only Get ONE Chance To Make a First Impression



- Response Time
- Auto Responders
- Sorry We're Closed
- Video Makes us Human
- Manners Matter
- You're Not The Decision Maker
- First Response



Response Time

GOAL = > 5 Minutes

- Mindset Alert - The odds of making contact with a lead increases 100x if called within 5 minutes.
- The chances of qualifying a lead are 21x better if called within 5 minutes.
- Research shows that 35-50% of sales go to the dealer that responds first.
- Internet shoppers who receive a response within 10 minutes, are 3x's more likely to visit the dealership.



That's Great Bobbie But...

I Didn't See It

- Our "Leads" are "Round Robin"
- I only see it if I am staring at the screen.
- We were closed/It was my day off.

I Was Busy

- I was answering another "lead".
- I was in a meeting/at lunch/on break/saving a puppy.
- I am ONLY one person. Seriously.



Auto Responder

GOAL = RESPONSE

- ONLY When There is No Other Option
- Mindset Alert - Welcome Email
- Schedule for Two - Five Minutes Out
- Write it Like You Actually Sent It. "VIP"



For Example

Subject Line: Forgive the Delay

Hello Susan,

I just received your email. Unfortunately, your request came in after our normal business hours. I saw it come through so I wanted to send a quick email from home to let you know that we will contact you as soon as we are back at the dealership. I'm the Customer Service Director here at ABC Motors and my team and I handle all of the requests for information in the internet department.

What time is best for us to reach out to you to cover any questions you have? Do you prefer communication by text, phone or email?

Bobbie Herron

ABC Motors

989.672.9945



POLL QUESTION



Sorry We're Closed

GOAL = Less Missed Opportunities

- Did you know that 30% to 40% of your leads come after hours and when you are CLOSED?
- Mindset Alert - So is The Competition
- Schedule to Match Demand #Ghosting



VIDEO... Seriously, Don't Get Me Started

- 25% of all new shoppers spend one hour or more watching videos while researching cars.
- 49% of shoppers visited a dealership after watching an online video.
- 72% of auto purchases indicate that YouTube influenced purchasing by providing “in-action” videos of vehicles that shoppers were considering.



Manners Matter

GOAL = Engagement

- ALWAYS End With a CTA Style Question
- Mindset Alert - We Don't Win Baseball Games by Getting Home Runs.



You're NOT The Decision Maker

GOAL = Get Out of Your Own Way

- Mindset Alert – Thinking It's True Doesn't Make it Real
- Only 32% of Buyers Know the Exact Vehicle They Want to Own
- 27% Knew The Body Style but NOT the Make/Model
- 15% Didn't Know Specific Vehicle but Knew The Specific Class
- 9% Knew the Make
- 9% Didn't Know the Vehicle but Knew The Features.



First Response

GOAL = Engagement

- Mindset Alert - You're Dealership is not Unique. You can be though.
- Call me maybe?
- Its Not All About You.
- Get Personal. Compliment, Recognize, Obligate and Give a Next Step.
- Watch Your Words. Are You Creating Objections?
- Manners Matter.



Bobbie,

First of all, great choice! It's obvious you have done your research. This 2013 Laredo been an extremely popular vehicle which is why I want to go out onto the lot and actually put my hands on it.

2016 Jeep Patriot Latitude



Transmission: Continuously Variable Transaxle II,
Radio: 430N, Quick Order Package 24G High
Altitude Edition, ParkView Rear Back-Up Camera,
2.0L 4 cyls, FWD, Bright White Clear C,
stock # 16055, new, Safety equipment includes:
ABS, Traction control, Curtain airbags, Passenger
Airbag, Front fog/driving lights... Other fe... [view details](#)

MSRP \$27,155
Discount \$257

Internet Price
\$26,898

Sweat the Details

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 in didn't come through with any particular questions. While I am out there do you have any other questions about options or condition that I can check on for you?



What am I supposed to Say to That?



**"I have a customer on the line,
but I'm not trained on what to say to them!"**

- New Car Price Quote
- There Were No Questions
- Used Car Price Question
- Low Ball Offer
- Best Price - All The Details



New Car Lease/Purchase Quote

In reference to your questions on pricing there are a few factors that go into giving you an accurate price quote that is specific to you. Beginning with your zip code, county and if you will be paying cash or financing. Those are just a few items that make a difference in terms of pricing. I have found that a quick ten-minute phone call allows us to make sure we have everything we need to give you an accurate number along with answering any questions you have as a result. That is always faster for my customers than the back and forth that comes with emailing.

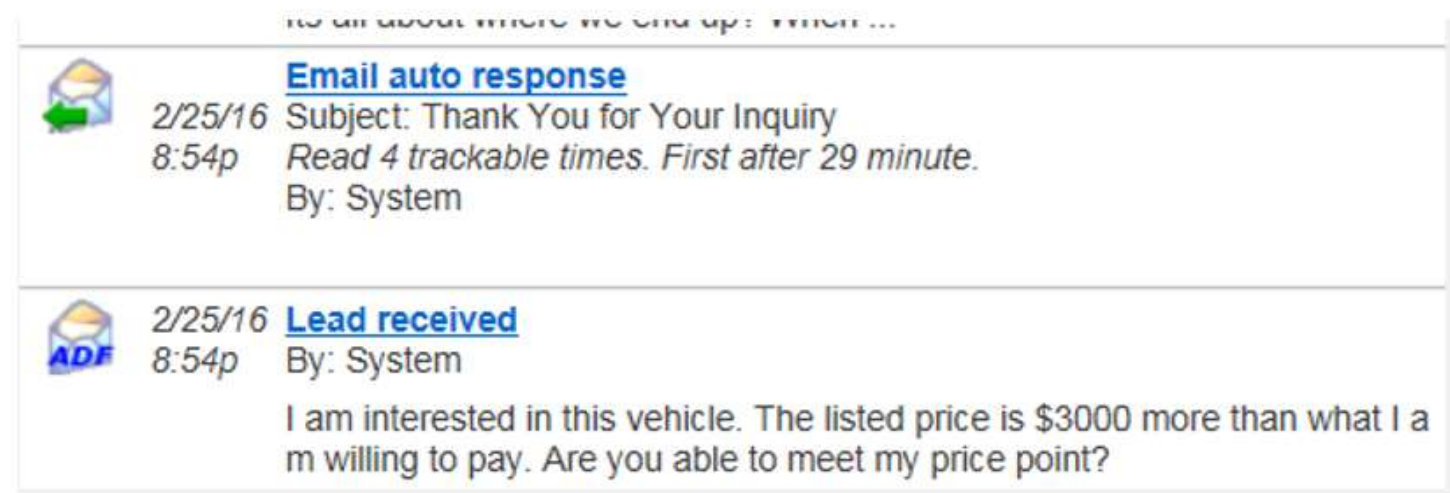
What is the best time to contact you so I can get you the information you requested?

THERE IS NO INFORMATION, WHAT DO I DO WITH THAT?



What is the price of
the vehicle?





Wait, I Have a Question



That Was Easy, What About This One?



I have test driven this vehicle already (so I do NOT need to come in) and am looking to buy in the next two weeks. I am researching all dealerships in the state and I will work with the dealership who gives me the best offer out the door. I would like an out the door price on this model, availability on your lot (waiting time if you don't have it) and I also want to know how far over/under invoice you are quoting me. That way I can compare offers accurately. Please list any dealer fees out for me.

Follow Up and Follow Through



- The Today Business is NOT a Thing
- Ferris Wheel Approach
- Repeat After Me - MY CRM is My Friend
- Email Do's and Do Not's
- Engaging Examples



The Today Business

GOAL = Smarter vs Harder

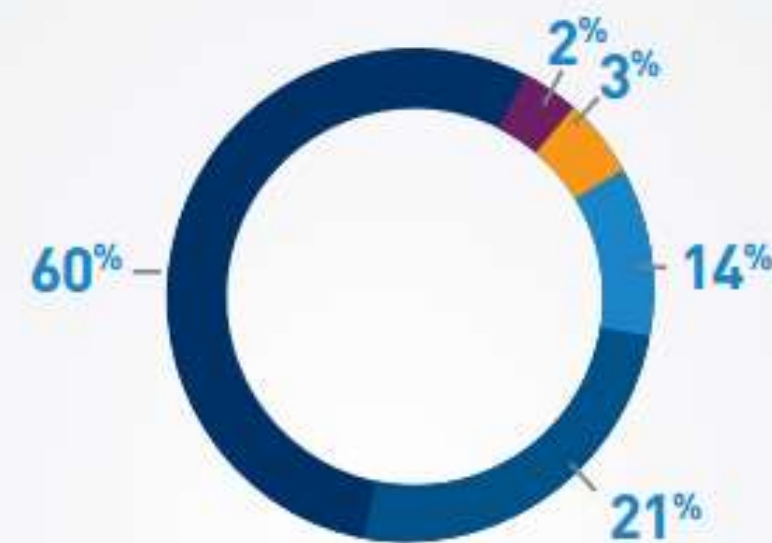
- You Miss 100% of the Shots You Don't Take
- 44% of Salespeople Give Up After 1 Follow Up
- Only 10% of SP Follow Up Past The Third Contact
- Mindset Alert - Be Honest With Yourself
- There IS a Be Back Bus - 38% of Buyers Visited ONLY the Dealership They Bought From



TIME SPENT GETTING A VEHICLE

ALL BUYERS

14:48 HOURS



Researching & Shopping Online

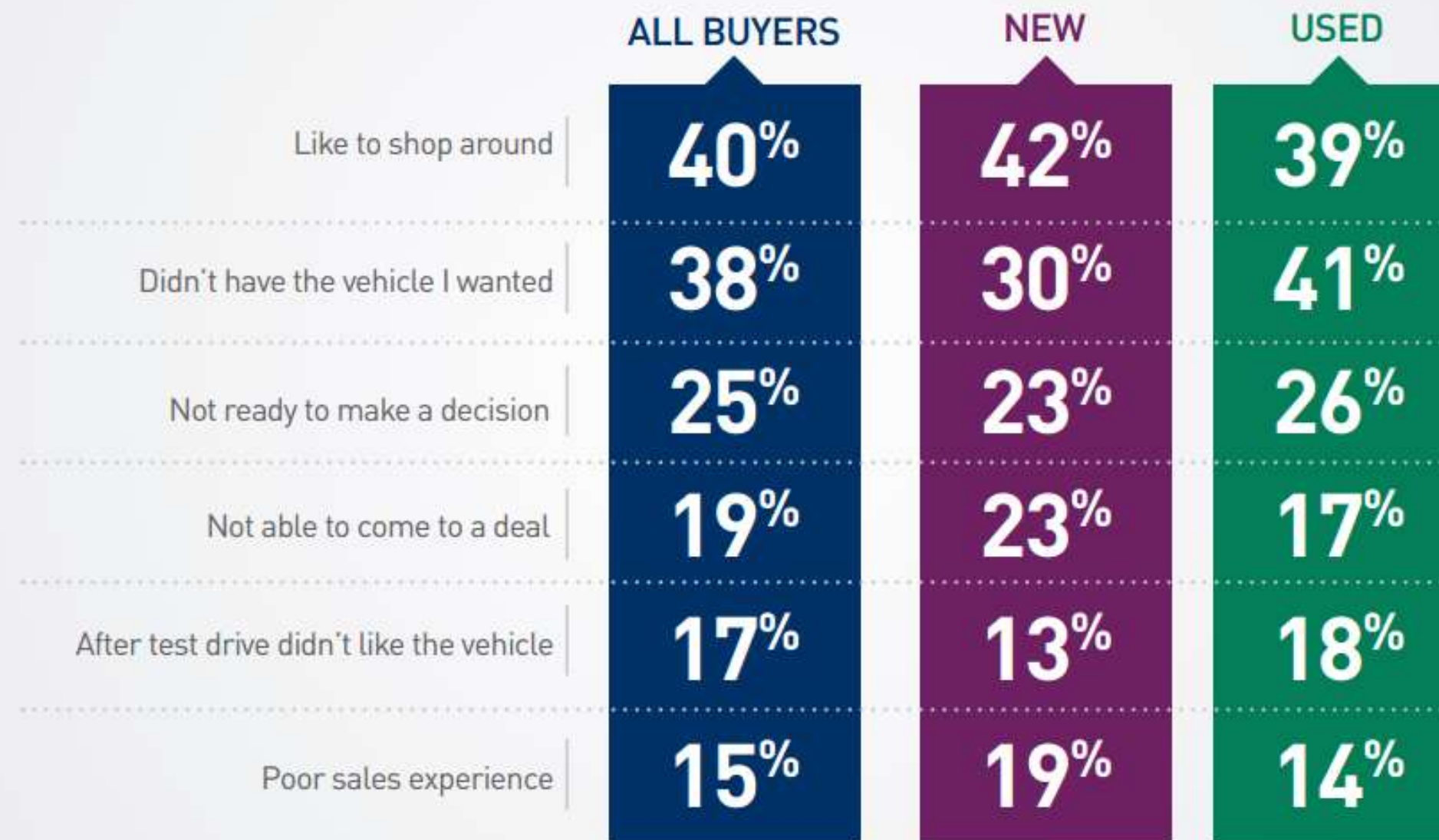
Talking with Others

With the Dealerships/Seller where Purchased

Researching & Shopping with Print

Visiting Other Dealerships/Sellers

REASONS FOR NOT PURCHASING FROM FIRST DEALERSHIP VISITED



Ferris Wheel

GOAL = Fill It Up

- Only 47% of Buyers Surveyed Said They Received Follow-Up Communication.
- Just Say NO to templates. Personalized emails improve click through rates by 14% and conversion rates by 10%.
- Mindset Alert - Today Isn't Your Last Day. Is it?



Your CRM Needs Love

GOAL = Efficiency

- Plug and Play is NOT Ok
- Clean it Up and Customize Everything
- Use it. For real. Be Like NIKE and Just Do It
- Mindset Alert - You have a personal assistant you never trained.



Email Tips and Tricks

The Do's

- Use The Preferred Method of Communication FIRST
- Write The Subject Line Like its to Your Mama
- Begin the Email with a Strong CTA to Open It
- Make it Matter. Relevant Content is Key.
- Showcase Personality (Humor) and Why Buy
- Pay Attention to When to Send

The Do Not's

- I'm Here Until 2:00. When Can You Come In?
- Include Sale Words/Info in Subject Line
- Add a Header Image to the Top
- Insert More Than Two Vehicle Images
- Send Generic Templates just to Clear a Task





Let's Get Personal - "Engaging" Examples

Subject Line - I Will Not Give Up on Us
Hello Sarah,

I keep calling but no one answers. I send emails and yet no one replies. It's a little bit lonely over here in Customer Service land. I thought I should mention it again though (incase all my other emails live in a spam box somewhere) that under our Customer Service Policy, I am required to try and follow up with you until I hear back from you. That's because we really pride ourselves on the customer experience within our dealership.

You may not know this but vehicle shoppers (on average) spend up to 180 days researching and making a decision before buying a new vehicle. Most dealerships stop trying to reach out after only a week or so. That's great for the customer if they are no longer looking for a vehicle but what about the people who are and just haven't had a chance to respond because they aren't ready yet. Do me a small favor and just let me know what you would like my next steps to be so I am not being bothersome with my follow up attempts.

Are you still researching or have you already purchased?

Bobbie Herron

Subject Line – Are You

Hello Mary,

Still Interested?

Bobbie Herron

Subject Line – Is It Me

Hello Jason,

It has been a few months since you initially requested vehicle information on line from us. There are completely different vehicles and pricing options available then when you originally emailed me and the pre-owned vehicle market has changed. That means if you have a trade in the value could be increasing our decreasing while you're researching vehicles. Let's talk about your options.

What is stopping you from talking to me and letting me assist you in your shopping process?

Bobbie Herron

Let's Get Personal - "Engaging" Examples

Subject Line - It's Worth the Read

Hello Susan,

I am sure you have multiple dealerships reaching out to you right now and I'm showing up as just another dealership trying to get your attention. I have unsuccessfully attempted to contact you by phone and email over the last few days. Here's the thing though, it may seem like you get the same items accomplished regardless of what dealership you go to but I can tell you that in a world full of dealerships on every corner, that is not true. We really pride ourselves on the experience we offer. Don't take my word for it just take a look at what our customers have to say and check out the customer reviews on our website. (Add Link Here)

Give us a chance to show you that the car buying process doesn't have to be awful. Are you considering any other vehicles?

Bobbie Herron

Subject Line - Why Can't We Be Friends

Hello Mike,

I've left you quite a few messages and I'm beginning to feel guilty about it. Typically, when I haven't heard back from someone it means they are either really busy or aren't interested. My guess is that I'm not hearing from you because of one of three possibilities:

1. There's no way your calling me back after how many times I have tried to call you and sent emails (Cut me some slack. Competition is everywhere in car sales. I wanted you to know I want to earn your business.)
2. You are actually planning on getting back to me very shortly because you find my persistence enchanting rather than irritating. (In case you're curious, this is what I am voting for.)
3. You've already purchased a vehicle and are just deleting my emails as you see them because you think it's just a computer sending them. (I am real. I swear.)

Well, what are our thoughts?

Bobbie Herron

POLL QUESTION



Knowing VS Doing

“There is little difference between those who cannot read and those who will not read.
The result of both is ignorance.”



SUGGESTED RESOURCES

- * This Power Point Presentation (I risked my street cred for you. Utilize it.)
- * The Handouts We Have Attached To This Presentation for You.
- * FB Groups Including - Elise Kepharts EKX and The "Tribe"
- * Blogs - Driving Sales, Dealer Refresh
- * Webinars - DealerOn, Digital Dealer etc.
- * Networking Events - Conferences



ACTION ITEMS

- * Item 1 - Commit to Solving a Road Block Within Seven Days
- * Item 2 - Measure Your Metrics, Identify Growth Opportunities and Create a Real Plan
- * Item 3 - Customize the Processes in your CRM
- * Item 4 - [#PartnerWithBobbie](#)



Q&A: ASK OUR EXPERT



PRIZE ALERT



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@DealerOn
@ElianaRaggio
@signontheline

Today's Expert



Bobbie Herron

Director of Dealer Performance
AKA - Automotive Consultant/Trainer /Master Mind
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CHECK OUT OUR NEXT WEBINAR

Thursday, Oct. 6 12pm EST / 9am PST

DealerOn Academy:

Q4 Automotive Marketing Briefing



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