

The Secret Sauce for
Internet Success!

About DealerOn

- Digital Dealer Website Excellence Award Overall Winner
✓ An Unprecedented 6 Years In A Row!
- DrivingSales Top Rated Website Provider 2011 thru 2016
- 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%



Women in Automotive Conference



Orlando, Florida
July 9 – 11, 2017
WomenInAutomotive.com

Say Hello To...



David Kain

President of Kain Automotive

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@KainAutomotive



July 19



Orange County, CA

Internet Sales Performance Summit

HOSTED BY:



David Kain



Cory Mosley



Jennifer Suzuki

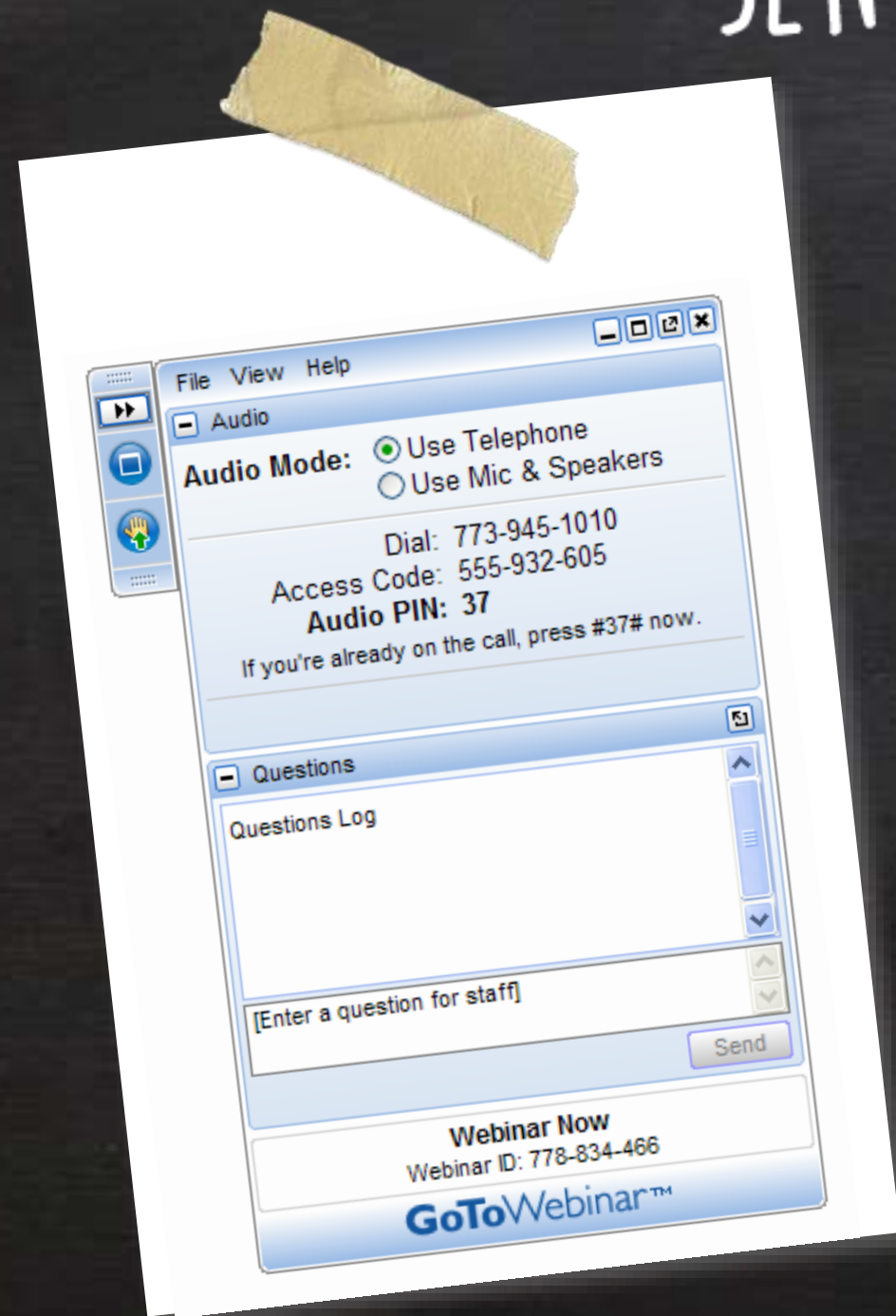
InternetSalesPerformanceSummit.com



@DealerOn
@ElianaRaggio
@KainAutomotive

kain

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

@KainAutomotive



The Secret Sauce for
Internet Success!

OBJECTIVES

- * Alert you to the simple concept of Management Accountability
- * Sales Team "Buy-In" is a Myth!
- * Get involved and stay involved
- * Create a positive CRM Culture
- * Giveaway
- * Question & Answer Session

*"The Speed of the
Boss is the Speed
of the Team"*



Lee Iacocca



The Secret Sauce is...





...the Sales Manager




Accountability



Accountability:

an obligation or willingness to accept responsibility



A man with short brown hair and a light beard, wearing a grey suit, white shirt, and patterned tie, stands with his arms crossed and a slight smile. A large black speech bubble points from his chest area towards the right side of the image.

*“If I had better
salespeople and
BDC team members
we’d
be killing it”*

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Fundamentals of Sales Manager Accountability

- ✓ Effective team communication
- ✓ Smart goals
- ✓ Curiosity
- ✓ Hour by hour involvement
- ✓ Lead by example
- ✓ CRM culture



Effective Communication Strategies



10 @ 10 Meetings



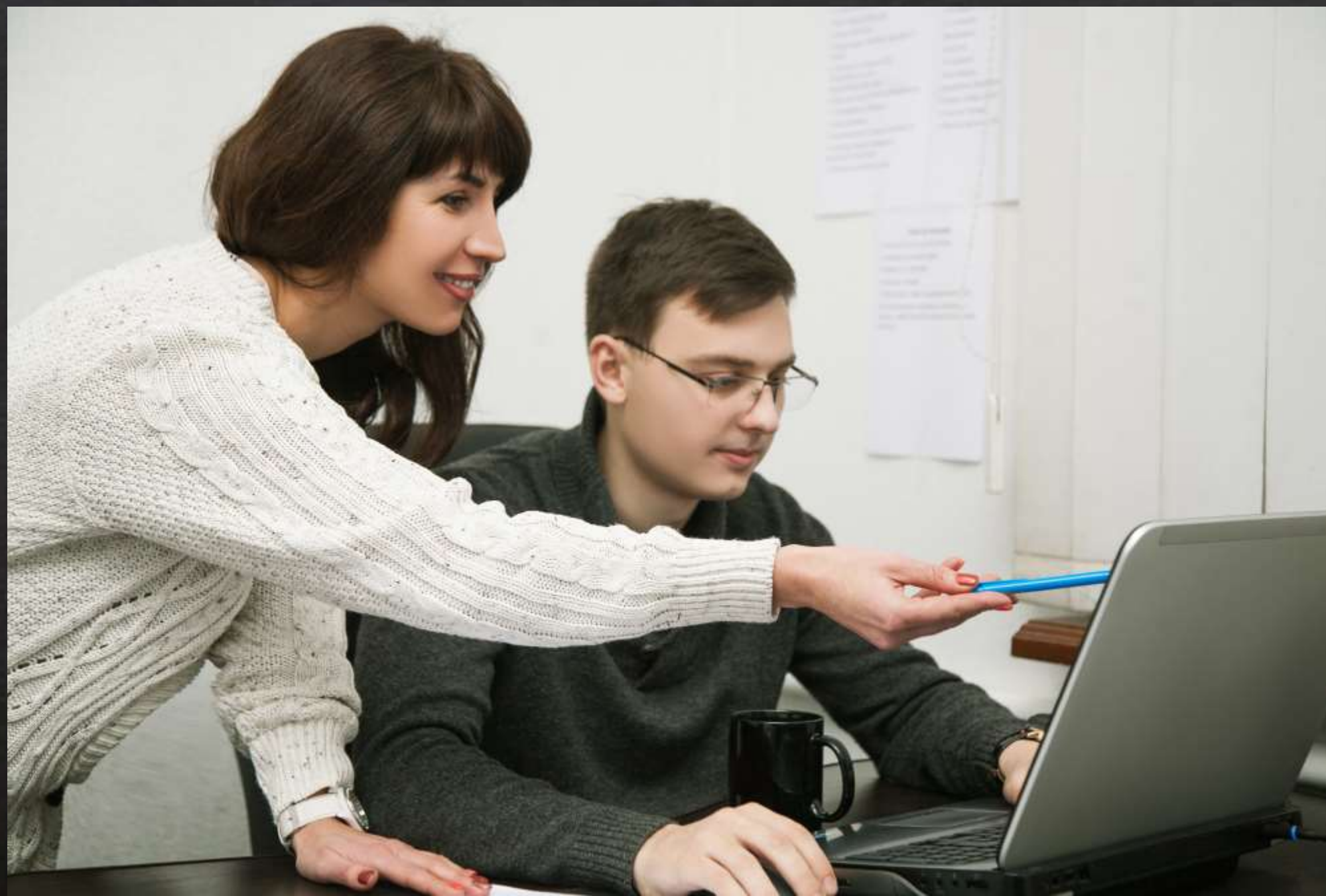
POLL QUESTION



Smart goals



Curiosity



Hour by Hour Involvement




Lead by Example





CRM Culture


Carrier 11:30 PM 100%


< Johnny Drivevelocity >


 Customer Profile


 Customer Deals


 Activity Timeline
Coming soon!


 Scout
Coming soon!


 **2013 Toyota Land Cruiser**
Phone/Direct Mail
\$80393


 Pending
05/19/14


 Deal Status: **Pending**
This deal is pending on 09/28/13 by ...


 Cruise


 Hot


 Pending

 Ordered

 Locate

 Dead

 Sold

 **Primary Buyer**
Johnny Drivevelocity
john@drivevelocity.com

Add Co Buyer

Add Interested Party

Roadmap

1. Presentation

2. Demo Drive

3. Service Walk

4. Offer to Purchase


5. Credit

6. T.O. Manager

DMS Integration

Deal not pushed to DMS


Interested


 **2013 Toyota Land Cruiser**
JTMHY7AJ3D4019149
Mileage: None entered
Price: \$80393
Exterior: Blizzard Pearl


Add Interested Vehicle


Trade In


Add Trade In Vehicle








 10


 7

 17









POLL QUESTION



Buy-in



*“I’ve got to get
my team to buy-
in”*





*“Our manager is
not bought in”*

The team buys-in when
the manager buys -in!!





Extra
Secret
Sauce

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A close-up portrait of a woman with voluminous, curly brown hair. She is looking slightly off-camera to her right with a soft, thoughtful expression. The background is dark and out of focus.

*“I
manage
ALL
sales”*

Floor

Phone

Internet

Repeat &
Referral



*“I
welcome
all
appointed
guests”*



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A close-up portrait of a woman with voluminous, curly brown hair. She is looking slightly off-camera to her right with a soft, thoughtful expression. The background is dark and out of focus.

*"I set up a
daily
Sales
Team
**Social
Hour**"*



FOLLOW



NETWORKING



WEB



SOCIAL
MEDIA

COMMUNITY

SHARING




@

BLOG



FRIENDS





*“I provide a
daily **KEY
MESSAGE
S** Guide”*

Manager's Daily Message Guide

Inventory Update:

Just traded for a 2012 Mustang GT with 23,000 miles - one local owner, clean Carfax....

Vehicle Specials:

These 5 vehicles have had a price drop...

Incentive Update:

1.9% Interest and \$2500 rebate on _____ models

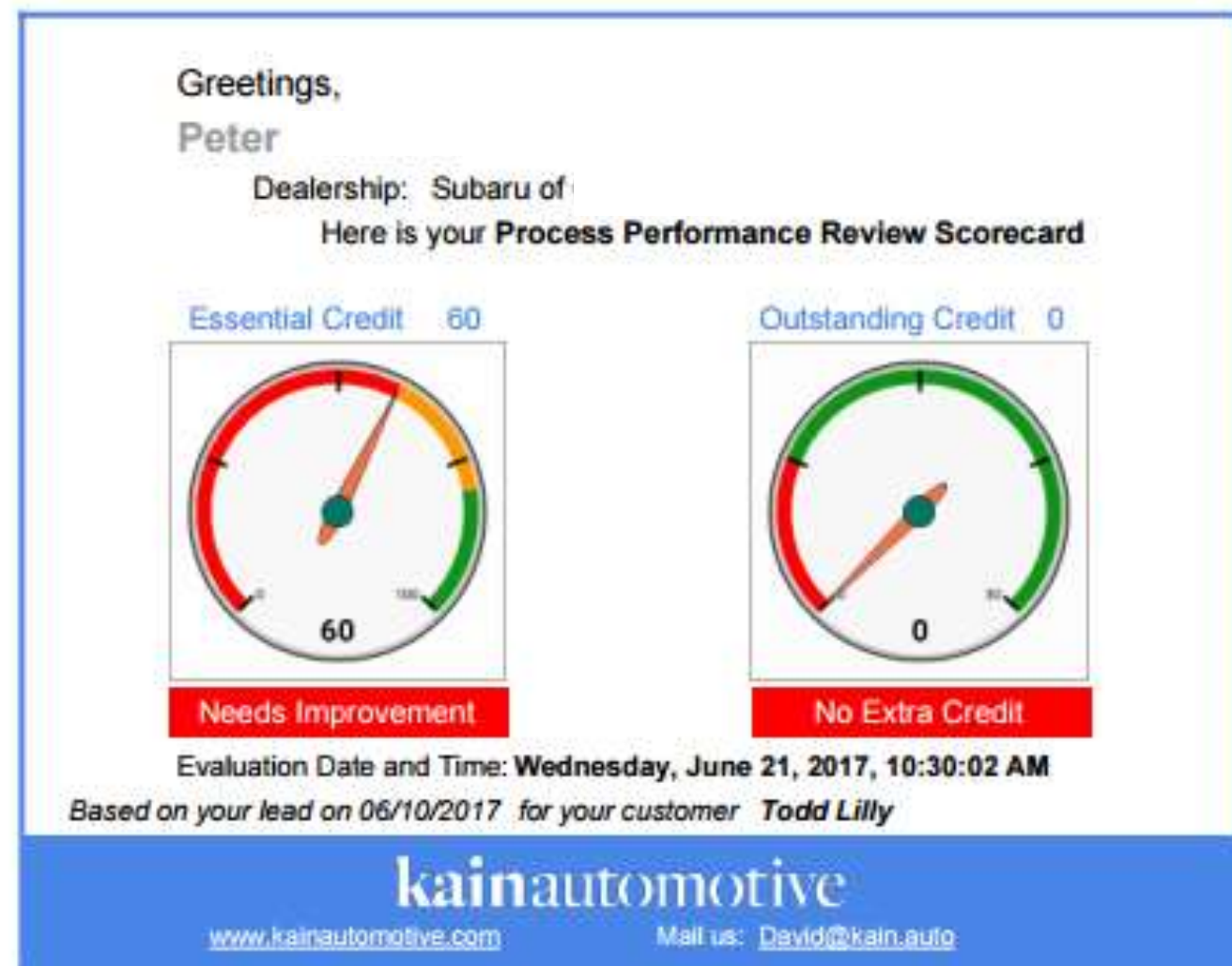
On the Lookout for these Vehicles:

We need _____ vehicles...ask your current owners if they'll trade



Our
Process
Performance
ce
Reviews
Work!"

Process Performance Reviews



We Asked	You Responded	Points You Earned
Dealership Name	Subaru of Grapevine	
Team Member Reviewed	Peter Pacheco	
Team Member's Email Address	will@kainautomotive.com	
What was the Lead Source and was there anything notable about the lead? (Customer Comments, unusual requests, etc.)	Subaru.com - No customer comments	
ESSENTIAL CATEGORY QUESTIONS		
I checked for the customer in our CRM and social media to learn about the prospect and added appropriate notes	No	0
Notes:	This helps create engaging questions.	
If the lead was received during work hours I called first if a # was available and then sent a personal email.	Yes	20
Notes:	Leave notes about the contents of the voicemail.	
My emails and text messages were personal and reflected what the customer was shopping for. In other words...I showed the customer that I "listened" to their request and left voice mails, wrote emails and sent text messages that engaged the customer.	Yes	20
Notes:	Personal emails but remember to mirror the request	
The customer and I had back and forth communications and I was able to provide quality assistance.	Yes	20
Notes:	Great job with call notes! Helps with follow-up!	
My manager got involved by either asking about progress, made a call or sent an email or text.	No	0
Notes:	Managers can help put customers at ease	
OUTSTANDING CATEGORY QUESTIONS		
I sent a customized video to the customer.	No	0
Notes:	60% of video communications are engaged with	
I set an appointment with the customer.	No	0
Notes:	Keep building value in a visit!	
The customer came in and purchased a vehicle from us.	Not Yet	0
Notes:	Keep nurturing until they buy or unsubscribe.	
Our suggestions and recommendations for you.	You have a conversational tone and your emails are personal. Make them more engaging by adding the customers name in the subject line. You build value in the visit, do the same for replies and calls	

Additional thoughts and observations for you

For further assistance and modern business standard training

Call: **859-533-2626**
Email: David@kain.auto
Our Website: www.kainautomotive.com

kainautomotive
Accelerate your success!

SUGGESTED RESOURCES

* KainExchange.com

* Social Hour Guide - Just ask!



ACTION ITEMS

- * Be the leader and hold your team accountable
- * Create a CRM Culture
- * Be the 1st to Buy-in
- * Be creative with Social Hours, Management Marketing Guides and Process Performance Reviews



Q&A: ASK OUR EXPERT



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Today's Experts



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Thursday, Jun. 29 12pm EST / 9am PST

How to Reduce Time to Market: From Concept to Results



Russ Daniels

Sr. Manager, Product Marketing

