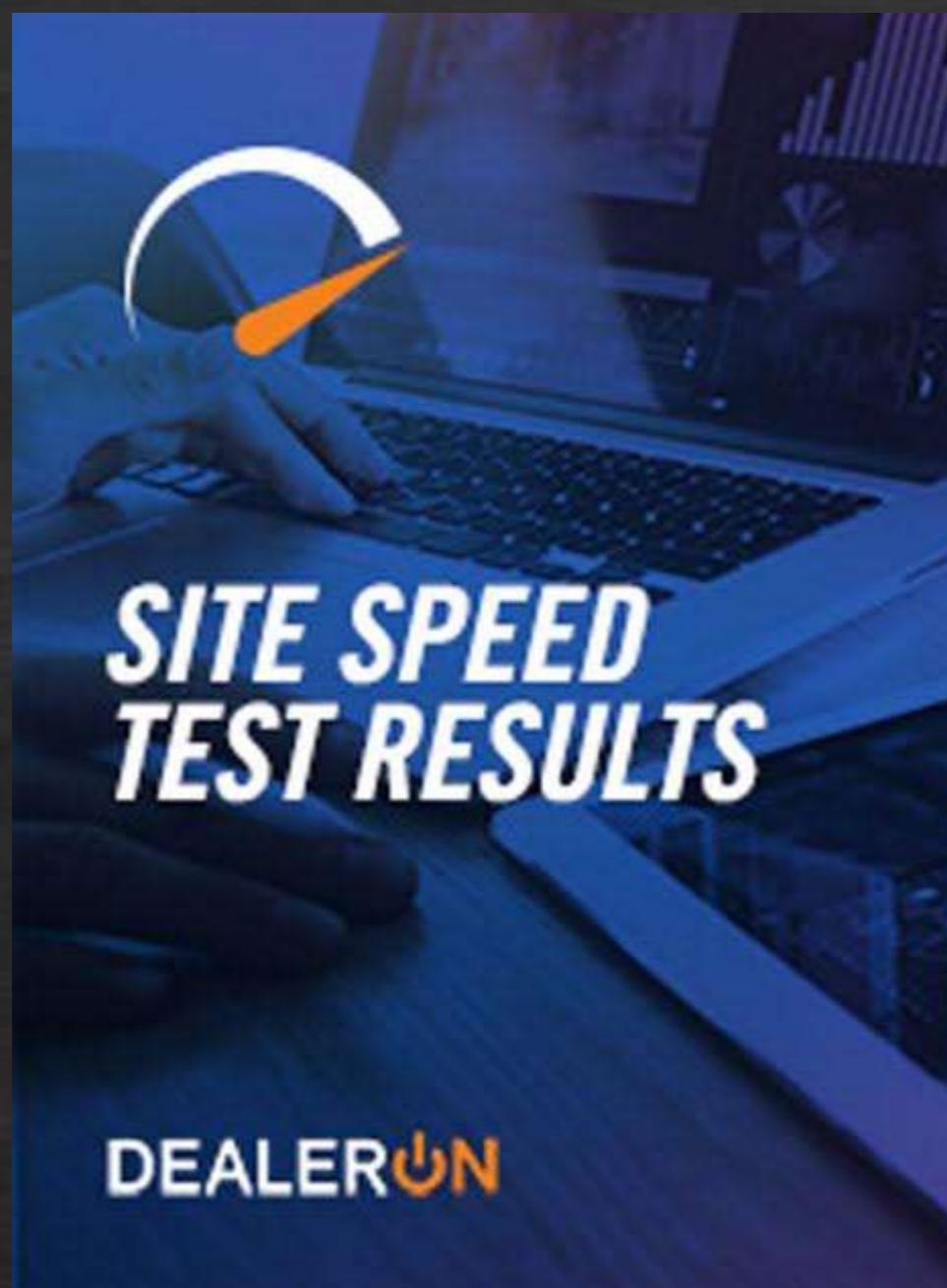

3 Brilliant Strategies to Drive Traffic to Your Showroom

About DealerOn

- DrivingSales Top Rated Website Provider, 2011 - 2017
 - ✓ 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%





Losing traffic to a **slow** mobile site?

Get a **Mobile Site Speed Test** after the webinar!

Customized test includes:

- Page Load Time
- Average visitor loss
- Easy-to-read graphics

SHOW **NADA** 2018

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**Pave the Path to Purchase:
Turn Website Traffic into Sales**



**The Lego Master Builder's Guide to
Local SEO for Car Dealers**

Say Hello To...



Laura Madison

VP of Sales & Training
Alan Ram's Proactive Training Solutions

406-548-5060

Laura@AlanRam.com

@LauraDrives

Catch Laura at:



April 3-4th, 2018

Denver, CO

innovativedealersummit.com



April 10-12th, 2018

Orlando, FL

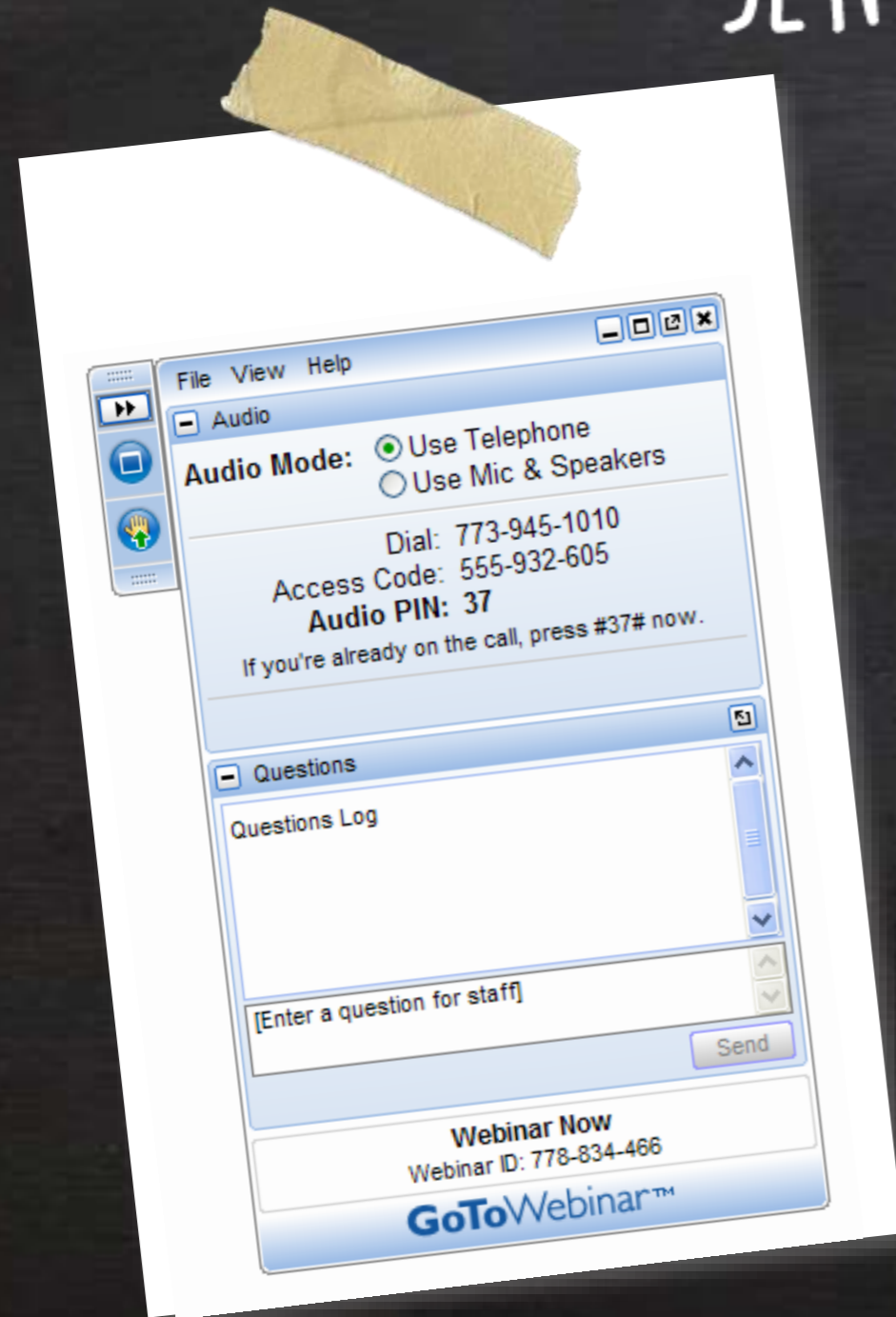
digitaldealer.com



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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

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90 Day Access to
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Library X1

A Seat to
Management by
Fire! X1

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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!

Tweet Much?

@Dealeron

@ElianaRaggio

#dealeronwebby

@LauraDrives



3 Brilliant Strategies to Drive Traffic to Your Showroom

OBJECTIVES

- * Create a PROACTIVE culture.
- * MASTER social media.
- * Maximize inbound opportunities.
- * Giveaway
- * Question & Answer Session





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Alan Ram's
PROACTIVE TRAINING SOLUTIONS



1

Create a
PROACTIVE Culture



Focus on creating a culture
of business development at
your dealership!

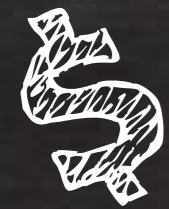
BBD!



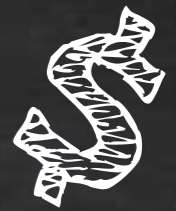
Activities Between Customers







You want a pay plan that
encourages generating
additional traffic, while at
the same time reinforcing
the culture you want to see!



POLL QUESTION



Operation Customer Base



@DealerOn
@ElianaRaggio
@LauraDrives

500 customers
x 2 drivers in household

=

1000 drivers and vehicles

÷ 4 (trade cycle)

=

250 potential opportunities every year!



At only 50% retention

=

125 deals every year OR
10 cars a month via repeat clients



Operation Customer Base



MASTER

Social Media



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POLL QUESTION





[Blurred name]

19 mins • 

Anyone looking to buy a new car? I can help you out! I can also give you a \$100 check if you know anyone looking for a new car. Message me!

1 Like 1 Comment



Like



Comment



Share



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[Redacted Name]

2 hrs ·

Who is looking for a new car?! My owner has lost his mind with the pricing he has going on right now! FIND YOUR DREAM CAR AND SAVE MONEY WITH THE [Redacted]

[Redacted] Call me at [Redacted]

6 Likes



Like



Comment



Share

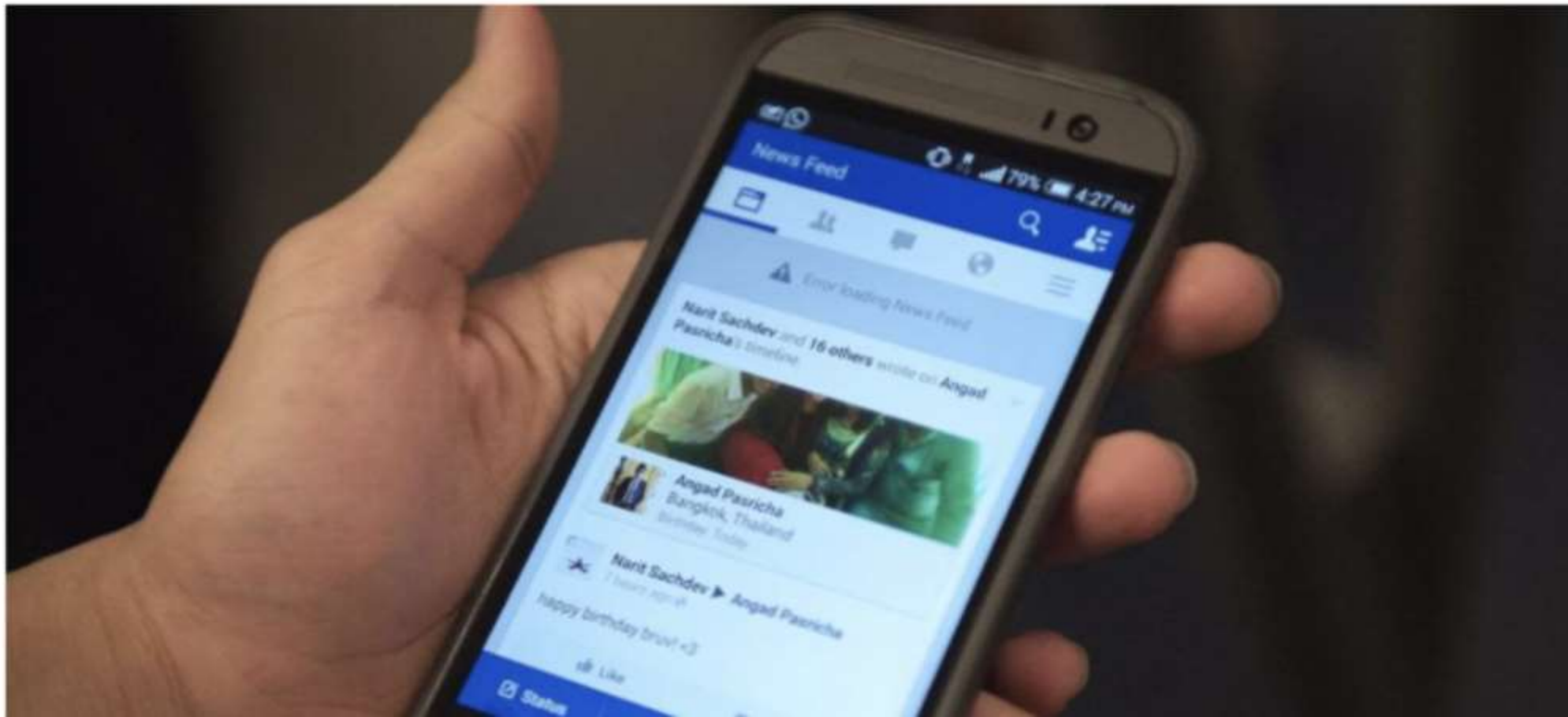
Just now · , AL · 



Facebook Focuses News Feed On Friends And Family, Curbing The Reach Of Brands And Media



Kathleen Chaykowski, FORBES STAFF ✓
[FULL BIO](#) ▾



Laura Madison was tagged in a video.



Laura Drives with Laura Madison at Ressler Motors

November 16, 2014 · 🌐

Taking the perfect test drive in a new vehicle can help assure you'll be happy down the road.. LauraDrives.com



546 Views

21 Likes 3 Shares



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Laura Madison

January 12 · Bozeman, MT · 🌐 ▼

Click to see the changes! Frick, I'm excited about this truck.



2016 Tacoma Unveiled: See the NEW Details - LauraDrives.com

Laura from Toyota of Bozeman shows the all new 2016 Tacoma features and details. LauraDrives.com

LAURADRIVES.COM



Like



Comment



Share

Carl Plath, Paige Madison, Ron Jackson and 11 others like this.



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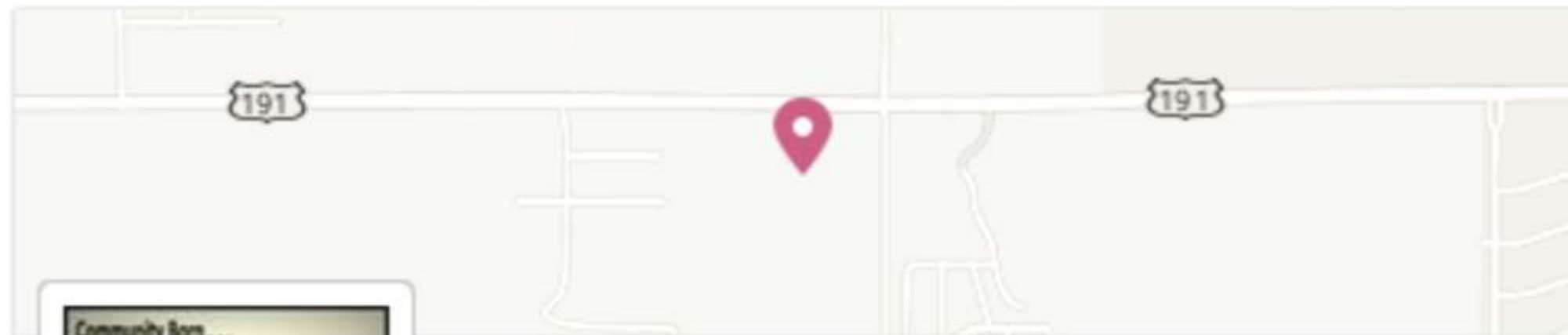
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Laura Madison

September 4, 2013 · 🌐 ▼

selling cars like candy bars — at Ressler Motors.



Ressler Motors

Automotive · Bozeman, MT · 4.4 ★



Save

👍 Like

💬 Comment

➦ Share

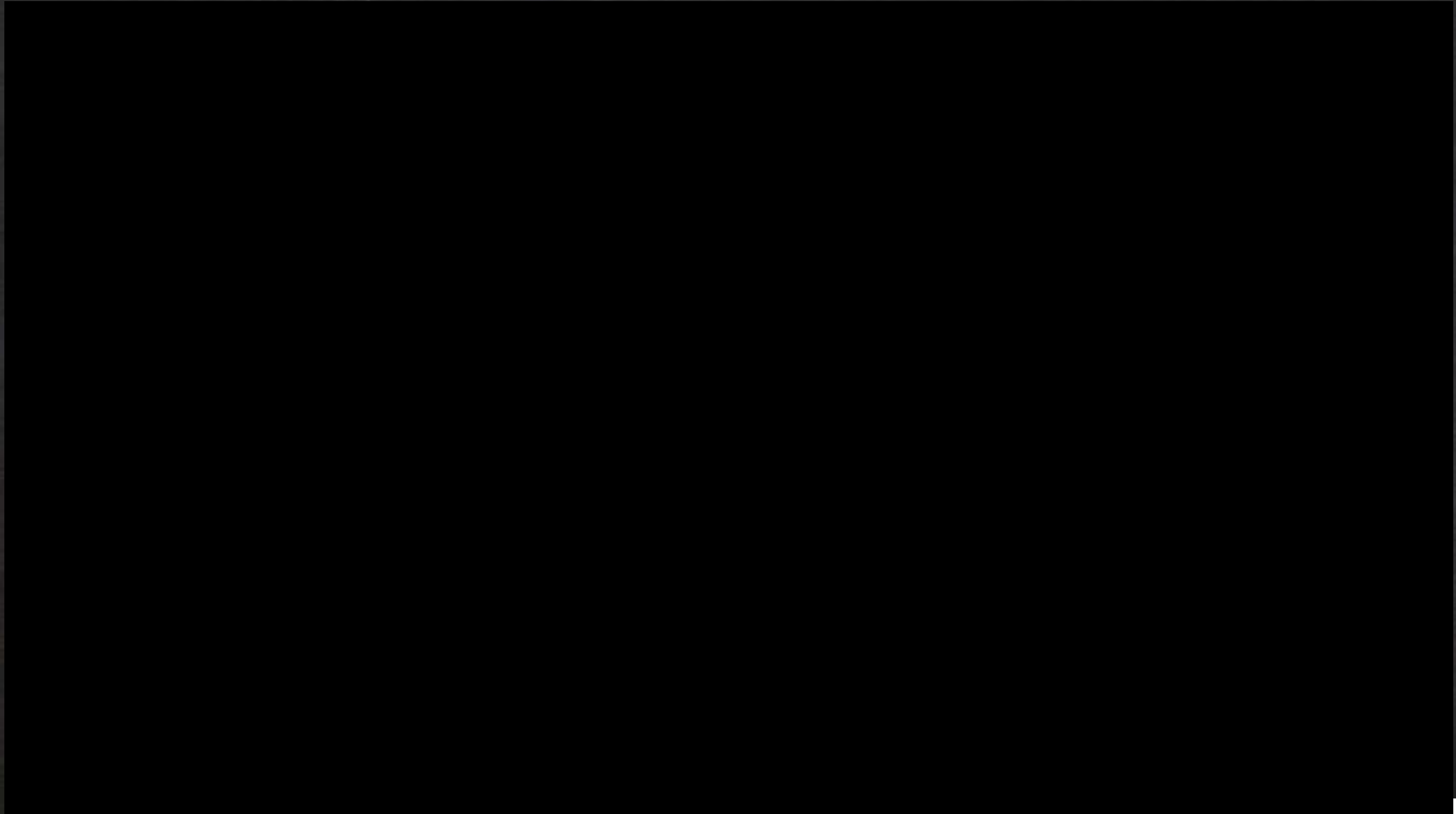
Corey Saks, Britney Wilkins, Garret Anglin and 21 others like this.



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Human Tone and Element

- Creates Connection
- Builds Relationships

✓ Retention and Referral Engine





Sara Volkel

Saturday at 7:16 PM · 🌐

Did many test drives today. So many choices.

2 people like this.



Marie McSpadden

I heart Toyota

Saturday at 8:09 PM



Marie McSpadden

Talk to **Laura Madison** at Ressler she is the bestest there

Saturday at 8:09 PM · 👍 1

Sooo glad to get my ladys into a new and safe vehicle. Ressler Toyota was amazing go see **Laura Madison** for a new car she lives every week like its shark week.



Serah Beth Gow

1 hour ago · 👤

Bob is coming into the world in style!
#nomoreminivan — with **Aaron Gow**.



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Why

NOT



2015 Toyota Yaris: Why it's Awesome.

46,105 views

36,780 views

+ Add to ➦ Share ... More

👍 135 💬 6

3

Stop the Telephone
Profit Leak!



POLL QUESTION



The foundation of dealership

productivity is:

Training supported by
processes and accountability



Training and Maintaining Your Team Requires:

- Education
 - Simulation
 - Accountability
- +Consequence



What is the goal
of a sales call?





Training and Maintaining Your Team Requires:

- Education
 - Simulation
 - Accountability
- +Consequence



Act on the fact that your
biggest opportunity for
growth is missed
opportunities to do business!



SUGGESTED RESOURCES

- * Resource 1 - NCM Associates
Up to Speed Blog
- * Resource 2 - Management by Fire
- Alan Ram Online Library
- * Resource 3 - The Game Changer Life
Dave Anderson's Podcast



ACTION ITEMS

* Action Item 1: Fine-Tune Inbound Phone Skills

Managers: Listen to Call Monitoring

* Action Item 2: Operation Customer Base

Drivers in the household, listed by name, and who's next!

* Action Item 3: Revamp Social Activity



Q&A: ASK OUR EXPERT



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Today's Expert



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CHECK OUT OUR NEXT WEBINAR

Thursday, Mar. 8 12pm EST / 9am PST

Using Your Data to Increase
Traffic and Conversions NOW!



David Spannhake
CEO of Reunion Marketing

