

How to Engage Customers & Sell More Cars

About DealerOn

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



Say Hello To...



Mike Davenport

Louisville Chevy Dude & Rockstar Auto Salesman
Bachman Chevrolet

Mike@ChevyDude.com

260.602.1207

www.FollowMikeDavenport.com



GET A \$47 TICKET
Just For Being On This Webinar

What If You Could Have A New Beginning For Your Automotive Career?

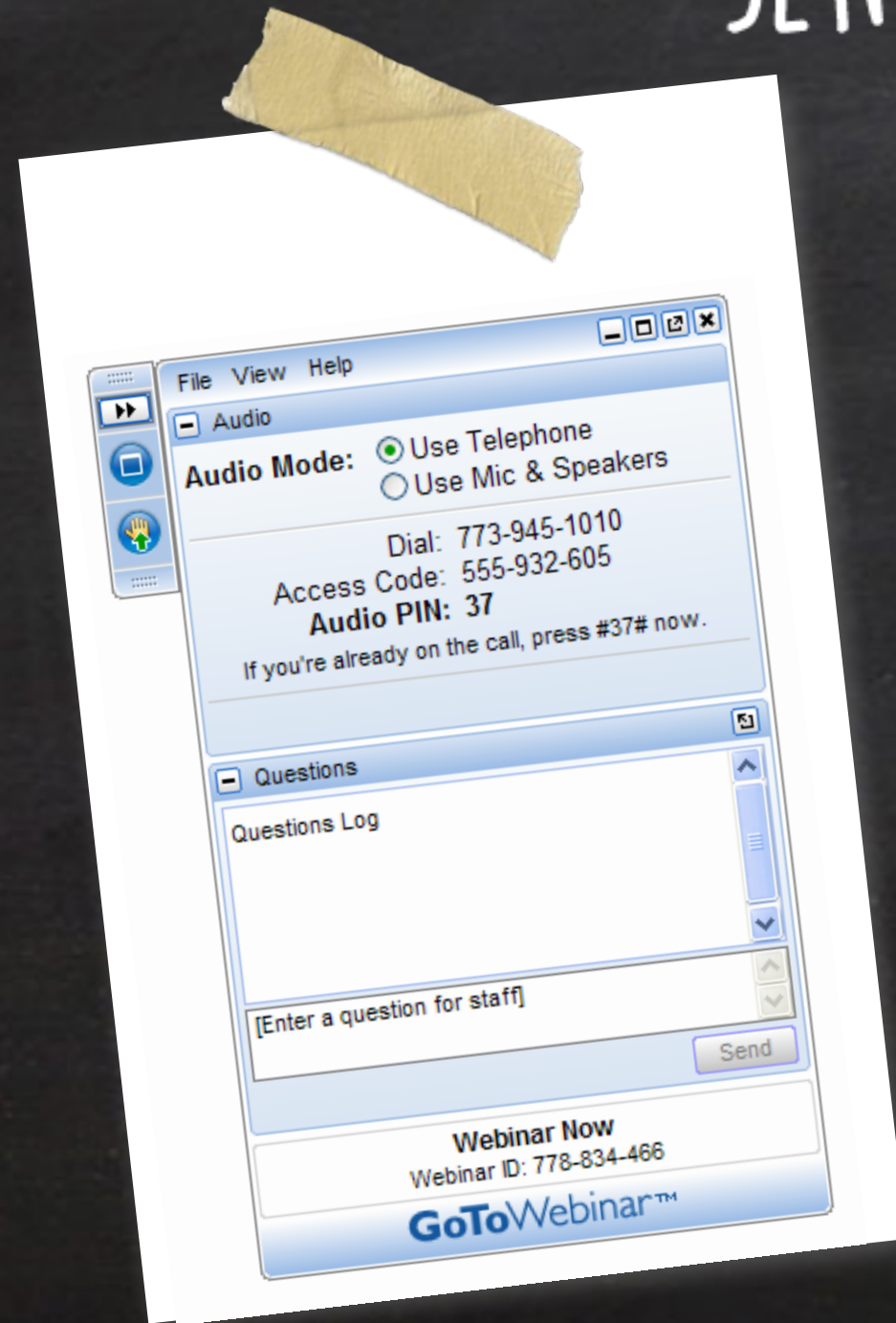
What Makes Rockstar Auto Conference The Best?

- ✓ **Unique:** Every speaker brings unique content!
- ✓ **Radical:** Information delivered here changes lives!
- ✓ **Fun:** Attending a conference doesn't have to suck!
- ✓ **Current:** Stay ahead of your competitors!
- ✓ **Reputation:** Our Attendees Love Rockstar Events!
- ✓ **Better:** We're on a mission to make learning better!
- ✓ **No Vultures:** You won't have "booth babes" hounding you in a convention hall. Meet the best vendor partner in the automotive industry on your terms!
- ✓ **No Suitcasers:** No weirdos walking around slamming business cards in your hands. WE KICK OUT ANY VENDOR WHO IS SUITCASING SO YOU CAN GET THE EDUCATION YOU PAID FOR!

<http://bit.ly/chevyduderocks>

Make sure ALL letters are lowercase.

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

@ChevyDude



@DealerOn
@ElianaRaggio
@ChevyDude



How to Engage Customers & Sell More Cars

OBJECTIVES

- * The benefits of social media
- * walk away with a game plan
- * sell more cars with social
- * increase sales in 2018
- * Giveaway
- * Question & Answer Session



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@ElianaRaggio
@ChevyDude



US tipped to put brakes on auto sales as easy finance dries up

- US auto sales forecast to shrink 3.6 percent this year.
- China also witnessing a cooling of sale activity.
- Japan and India are showing strong growth while Europe idles.

U.S. auto sales: 2017 likely to mark first fall since Great Recession

The National Automobile Dealers Association said it sees U.S. new vehicle sales at 16.7 million units in 2018, down from the 17.1 million units it expects for 2017. Last year major automakers posted record sales of 17.55 million units.

Be on Social to sell cars in 2018



A little proof social sells cars!



69,158 emotions

6,287 per month

209 interactions per day!

Your friends liked, loved, haha'd
and wowed your posts 69,158
times in 2017



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@ChevyDude



Did you know about YouTube Community?

Chevy Dude, congrats on your first
Community post!

Today at 8:13 AM



Your first Community
post is
taking off!

+1,778

Views

+57

Likes

+4

Comments

4 things to think about before you post:

- Is there value for someone to look at it?
- Is the content business related?
- How Can I convert to a sale?
- Will you be remembered?



BONUS!

Think like a consumer. What makes you stop and:

1. Like a post

2. Share A post

3. Comment on a post

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A couple ideas for engagement

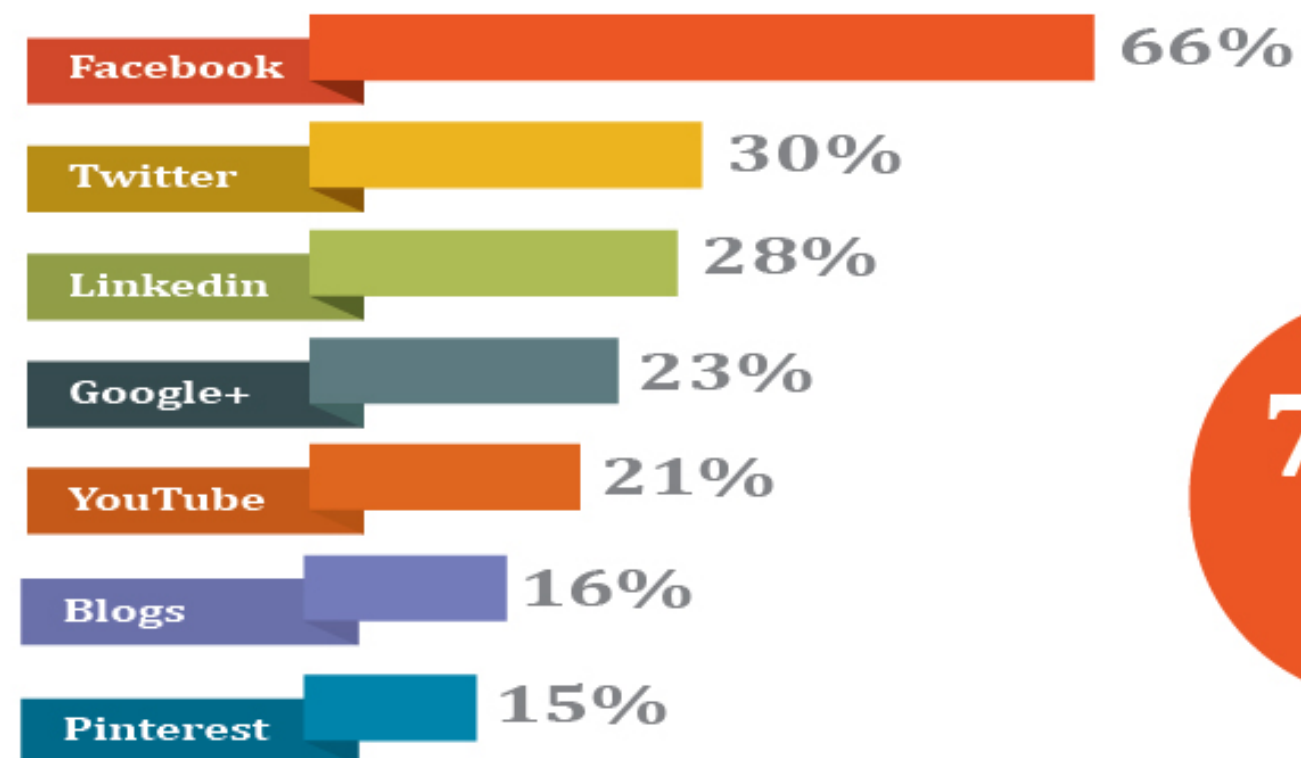
Ask a question about one of your products

YOU are a SMALL business!!!!!!!

2015 SMALL BUSINESS ADVERTISING SURVEY RESULTS

SOCIAL MEDIA IS IMPORTANT TO SMALL BUSINESSES

Percentage of SMBs using the following in 2015



Small Business goals for using Social Media:




Source: 2015 Small Business Advertising Survey, January 2015. N= 1,105 Small Businesses

Who can help me with this? 2013 Nissan cube.
Automatic lights are on when you shut the vehicle off
and lock the car the headlights do not go off till
battery is dead.



  Mowarin Mackson and 16 others 65 Comments



Mike Davenport was live — in 
Jeffersontown, Kentucky.

November 3 · 

Never get a trade value at a dealership for your car.



   48

20 Comments 4 Shares 2.1K Views

 Like

 Comment

 Share



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@ChevyDude



Facebook (non selling) groups are YUGE



POLL QUESTION



AS SEEN ON LIVE PD



PIMPIN' AIN'T EASY!



BUYING A CAR DOESN'T HAVE TO SUCK™

Game Plan

1. Build your strategy (write it down) - this is unique to you

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7 step Game Plan

1. Build your strategy (write it down) - this is unique to you
2. Post consistently and be relative (at lease 2 times per day)
3. Break up between video, live video, and pictures
4. Figure out your best times for your audience
5. Add people when you can. ESPECIALLY sold customers



Game Plan

1. Build your strategy (write it down) - this is unique to you
2. Post consistently and be relative (at least 2 times per day)
3. Break up between video, live video, and pictures
4. Figure out your best times for your audience
5. Add people when you can. ESPECIALLY sold customers
6. Have goals, write them down 2 times per day, and dominate



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7. Be yourself! (or develop a character)



POLL QUESTION



The Avg Salesperson has 5.5 hours of downtime











"Great Customer Service" - Sharita Stephenson

I came in to get information on a vehicle I had in the past. When Deb realized I needed a car, she contacted Mike and they worked together tirelessly to get me in a vehicle. They were both very knowledgeable and mindful of my budget. Mike went above and beyond expectations. He even helped me find insurance. I would recommend this dynamic duo to anyone looking to purchase a vehicle. They made sure I got the best deal. Deb handled all the paperwork thoroughly and made sure I understood everything. I am grateful for this experience.

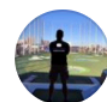
"Fun & Enjoyable experience" - Niceun

This is our second visit to Bachman Chevrolet. Our first purchase was such a nice experience and huge value we wanted to return. We consider our salesperson a friend and we love spending time with him. Our salesperson's name is Mike Davenport. He is fun to be around and kind of seems like family. We travel 5 hours from our home to buy from Bachman and will continue to do so.



@DealerOn
@ElianaRaggio
@ChevyDude





Mike Davenport

25 November at 09:07 · Jeffersontown, KY · 🌐 ▼

I've been here all morning finishing this detail and applying Xzilon so my repeat customers go back to Virginia today.

I'm always excited to help people and make their car transaction not suck.

Buying a car doesn't have to suck™



👍 Like 💬 Comment ➦ Share



Mat Koenig is 📍 attending Rockstar Auto Conference Las Vegas 2017 with Adrienne Dunfee Davenport and Mike Davenport at 📍 The D Las Vegas.

15 November at 00:07 · Las Vegas, NV · 👥 ▼

Mike Davenport eating a "small" tomahawk 🍖 at Andiamo Las Vegas



👍 Like 💬 Comment ➦ Share

👍 🤔 🍔 You, Jason Girdner, Stacey Whitlock, Ellison and 58 others

A collection of Apple products and documentation is laid out on a dark, reflective surface. At the top center is the white retail box for the iPhone 5s, showing the Apple logo and product details. To its right is the iPhone 5s device, a black smartphone with a silver band, resting on a black textured protective case. Below the phone is a white Apple Lightning to USB power adapter. To the right of the adapter is a white USB cable with a Lightning connector. Further right is a white Apple EarPods case containing two white earbuds. On the left side of the image is a large white document, likely an AppleCare+ agreement, featuring the Apple logo and the text 'AppleCare+'. Handwritten in green ink on the document is 'until 9/20/18'. The document also includes various Apple logos and smaller text blocks.



Upcoming Milestones

SUBSCRIBERS

21,000

~184 to go

VIEWS

5,500,000

~108K to go

UPLOADS

350

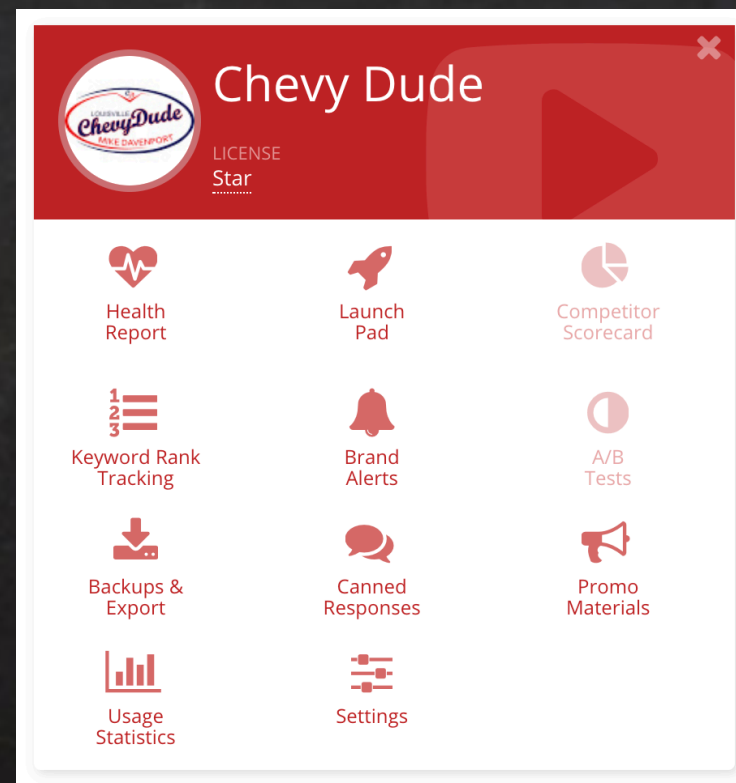
~5 to go

MikeDavenport.Rocks



TubeBuddy

<https://www.tubebuddy.com/chevydude>



What to post on YouTube

- Vlogs, weekly, semi weekly, daily, etc
- Product demos
- How to videos
- Rare car allocations
- Competitive comparisons
- Great local SEO traffic

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 ²

louisville_chevy_dude



513
posts

12.4K
followers

1,794
following

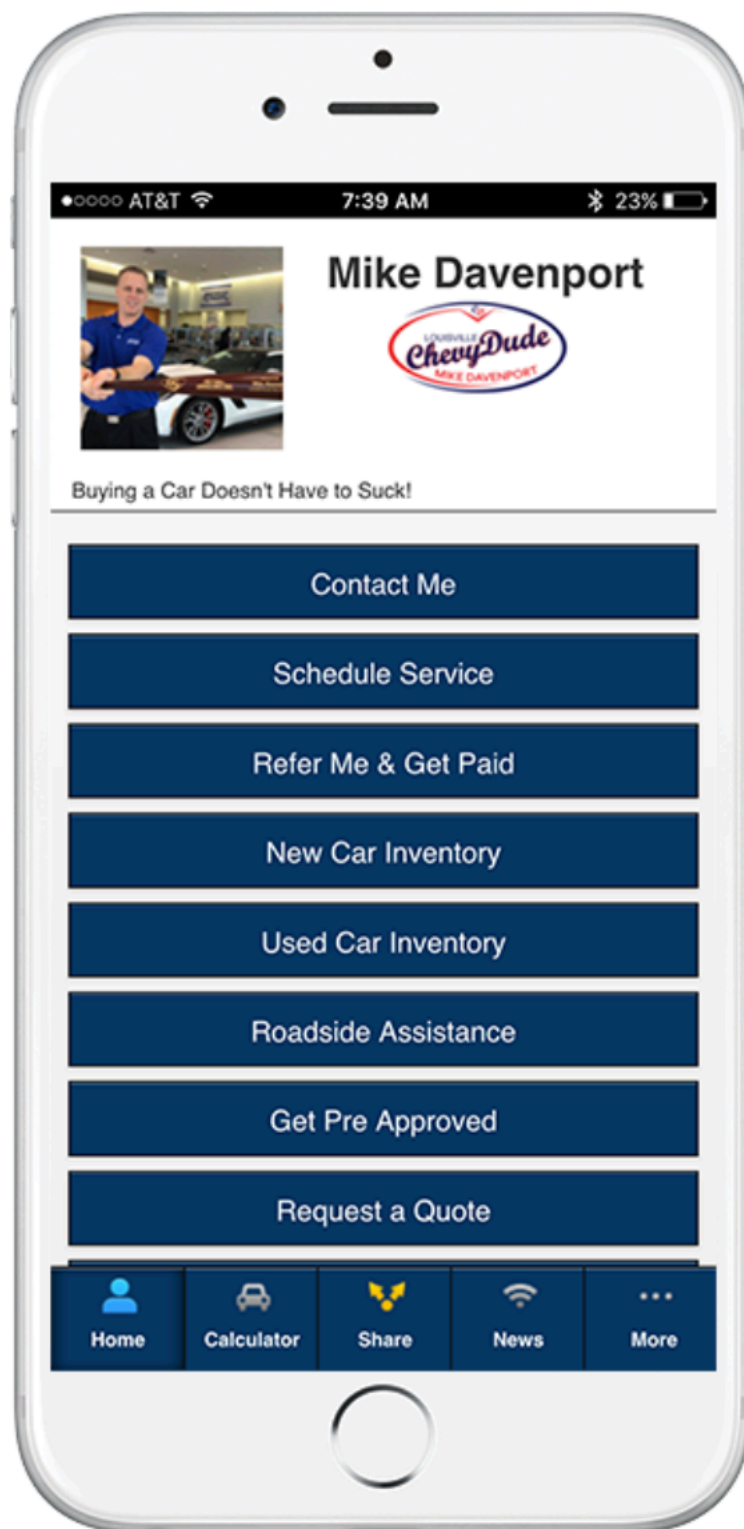
Promote

Edit Profile



Mike Davenport
Automotive Consultant
Top person for Bachman Chevrolet, Buying A Car
Doesnt Have To Suck!™ excellent reviews, fun, and no
🐮💩 Download my app. <http://bit.ly/chevydudeapp>
LouisvilleChevyDude.com/
[9650 Bluegrass Pkwy, Louisville, Kentucky](#)

<http://bit.ly/garyvinstagram>



- Build stronger personal relationships with new prospects
- Provide financing tools and inventory insight to prospects
- Track interest by seeing what prospects click on
- Stay top of mind throughout the buying process

ChevyDudeApp.com

Code **mike399**

VIDEO EMAILS CAN HELP YOU SELL MORE CARS

To: type email or list name, then press enter

Subject: Video Email from Mike Davenport

☐ CC Me

Type a message here to go with your video!

Thanks,

DOWNLOAD MY FREE APP HERE!

VIDEO EMAIL FROM:
MIKE DAVENPORT
#1 Salesman in KY
mike@chevydude.com
502-719-3875
www.lvillechevydude.com

The Ultimate Automotive Sales & BDC Guide

Get these EFFECTIVE video email scripts you can start using TODAY!

DominateWithVideo.com



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How do you respond to referrals when you sold the prospect?



Offline engagement

Same day Thank you /review

7 day CSI/Internet review

1 month

5 months

12 months (letter to be mailed)

18 months

24 months (letter)

30 months

36 months (letter)

42 months

48 Months (letter)

54 months

60 Months (letter)

Christmas cards

birthday cards

football schedule

basketball schedule

Special event TEXT message

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@ChevyDude



Action Plan!

1. Join the best group on Facebook: www.AutomotiveSalepros.com
2. Read googleopoly book. Great way to SEO videos
3. Be obsessed about making a great experience for your customer.
4. get/make tools to engage with your customers.
5. Have fun and transfer that fun to customers.





Q&A: ASK OUR EXPERT



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@ElianaRaggio
@ChevyDude



PRIZE ALERT



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



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Today's Expert



Mike Davenport

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CHECK OUT OUR NEXT WEBINAR

Thursday, Dec. 14 12pm EST / 9am PST

Expert from Facebook Shares what Dealers Need to Know for 2018



Phillip Rather

Head of Automotive Partnerships at Facebook

facebook