

## Internet Sales 101

Why do people shop online for vehicles?

The top two answers since the internet became a player in the automotive sales industry have always been:

1 – Savings

2 - Convenience



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## Internet Sales 101

Why do people shop online for vehicles?

We earn gross by providing convenience

We LOSE gross by having to “apologize” to customers  
by offering additional savings when  
“the ball gets dropped”



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## Ball Dropping 101

Happy customers are made by setting expectations and then exceeding them.

### How Do “Balls Get Dropped”

- “ Not getting back to customers within the amount of time we tell them
- “ Not getting back to customers within the amount of time they EXPECT us to
- “ Providing answers that are not 100% correct
- “ Not LISTENING to your customers (Two ears, One Mouth)
- “ Half-Assed Follow-up. When you do not get a response from a customer, most likely it’s because they did not SEE the emails you sent them. Don’t ever assume your customer is ignoring or just not responding. Hammer them till you get a response.



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## Ball Dropping 101

The majority of times balls are dropped are over simple communication

Internet shoppers have had a negative experience (or expect to) and will look for reasons to label you as

“a typical car salesman”

Our process is designed to help you avoid this from happening



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## The wrong way

“Hi <customer name>,”

Thank you for your request for the <vehicle>. I just wanted to email you to let you know we have that vehicle in-stock. Please call or email me and let me know when you would like to come see it and take it for a test drive. Ask for <salesperson> and I will be happy to assist you.



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## The wrong way

- “ This is the most common type of response received when shopping online for a vehicle
- “ You will blend in with every other salesperson at every other dealership they are shopping
- “ This response puts the workload back on the customer



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## The Roger Beasley Way

Our Success is Based on Being Different

The worst thing you can do when working internet leads  
is blend in with the crowd

Our Motto

**“Obsessed with Customer Satisfaction!”**

**GET A RESPONSE FROM THE CUSTOMER**



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## The Roger Beasley Way

- “ Sales 101 – Set expectations
- “ Initiate a process driven experience that will engage the customer
- “ Create opportunities for future follow-up
- “ Address the most common “barriers” and “obstacles” to selling up-front
- “ Become the “good guy” compared to the “typical car salesman



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## The Roger Beasley Way

### MOST SALESPEOPLE

- “ Will call –or- email within 15 -20 minutes of getting lead
- “ Will ask customer to call or email them (tell them to do more work)
- “ Assume if they do not get a response from the customer within 24 hours . . . Why do more work?
- “ Do not attempt to contact internet shoppers again after first 24 hours

### US

- “ We will email AND call (assuming we have a phone #) a minimum of two emails and two calls within first 30 minutes
- “ We will outline to the customers a process to ENGAGE the customer and present that our process will make this convenient and cost effective for them
- “ Approach our internet customers with a “White Glove” experience from the beginning
- “ Will contact EVERY internet customer once a day MINIMUM until they buy or die



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## The 1<sup>st</sup> 24 Hours

- " This is the MOST crucial time of the process when working an internet lead
- " Get a RESPONSE from the customer
- " ENGAGE the customer in our process
- " Overcome the most common obstacles by providing truthful and quality information and NUMBERS
- " ENGAGE the customer in our process via back-and-forth communication
- " SET AN APPOINTMENT

### GOALS

- " **GET A RESPONSE**
- " IDENTIFY THE "TYPE" OF BUYER
- " IDENTIFY AND OVERCOME INITIAL OBJECTIONS
- " **GET THEIR REAR-END IN THE DRIVER'S SEAT OF ONE OF OUR VEHICLES**



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## Templates

- “ They are the first impression a customer will have of you and our dealerships (THE SAME THING AS THE CLOTHES YOU WEAR – YOUR APPEARANCE WITH WALK-IN CUSTOMERS
- “ Establish brand identity
- “ Helps ensure important pieces of our process are not missed
- “ Quite frankly, some of our salespeople have VERY poor grammar/spelling



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## Templates

[www.PreownedCertified.com/templates](http://www.PreownedCertified.com/templates)

Here you will find our current list of templates.

Setup your templates in Outlook as “signatures” that can be dropped into the body of emails with a simple click to auto-populate the email. This will help you save time when working leads.



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## Our Process

Subject Lines of email:

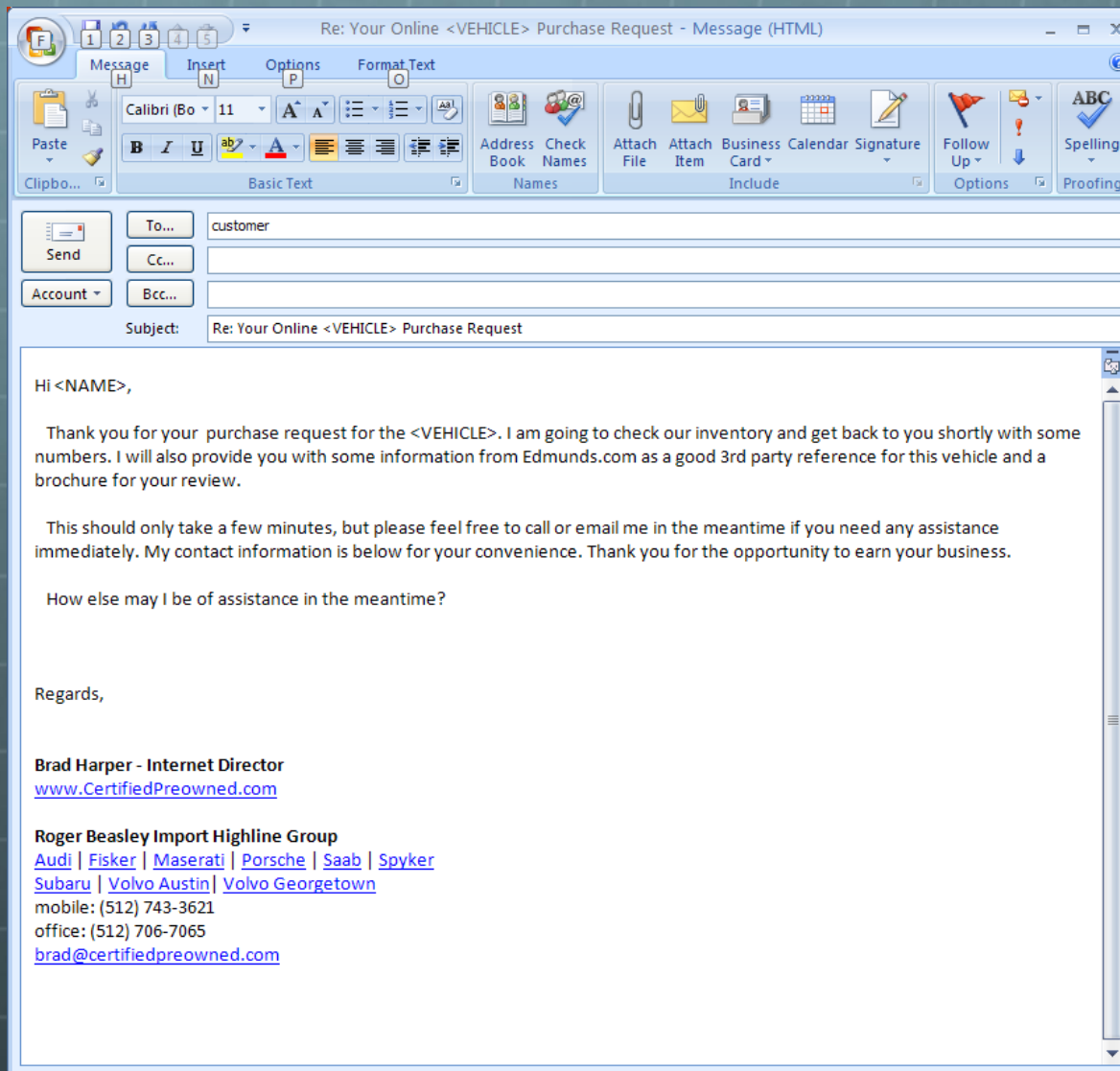
“Re: Your Online <VEHICLE> Purchase Request”

- ” Identifies vehicle which lets them know you are paying attention to their needs
- ” Is written to help establish that this is beginning a business transaction



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## New Car Lead First Template

“ Thanks customer for “purchase request” (business transaction)

“ Identifies Vehicle

“ Set expectations that we are working for them

“ Establishes convenience factor

“ Ties us with Edmunds.com and helps co-brand us as “good guys”

“ Creates opportunities for further follow-up



# Our Process

1<sup>st</sup> Email



1<sup>st</sup> Phone Call



## Our Process

After sending the first email, IMMEDIATELY, call the customer. (ALWAYS CALL AFTER EVERY TIME YOU HIT SEND ON ANY EMAIL – INTERNET CUSTOMER OR NOT)

“Hello <NAME> This is <YOUR NAME> from <DEALERSHIP>. Did I reach you at a GOOD time?”

Great, I just sent you an email, did you happen to get that information?

ANSWER SHOULD BE NO (This is a self-guage to see how quick we are responding. If we can obtain the “WOW” factor in regarding to timing, we GREATLY increase our odds of selling them. We want to be the quickest responders, hence the best customer service. If we send email and then call and ask if they got email, and answer is no, we can use that opportunity to “contrive” how we respond quickly. It also helps us avoid the “SPAM filter” pitfall.

Purpose of the call is to paraphrase the email and outline our process. Set expectations and ENGAGE the customer.



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## Our Process

1<sup>st</sup> Email



1<sup>st</sup> Phone Call

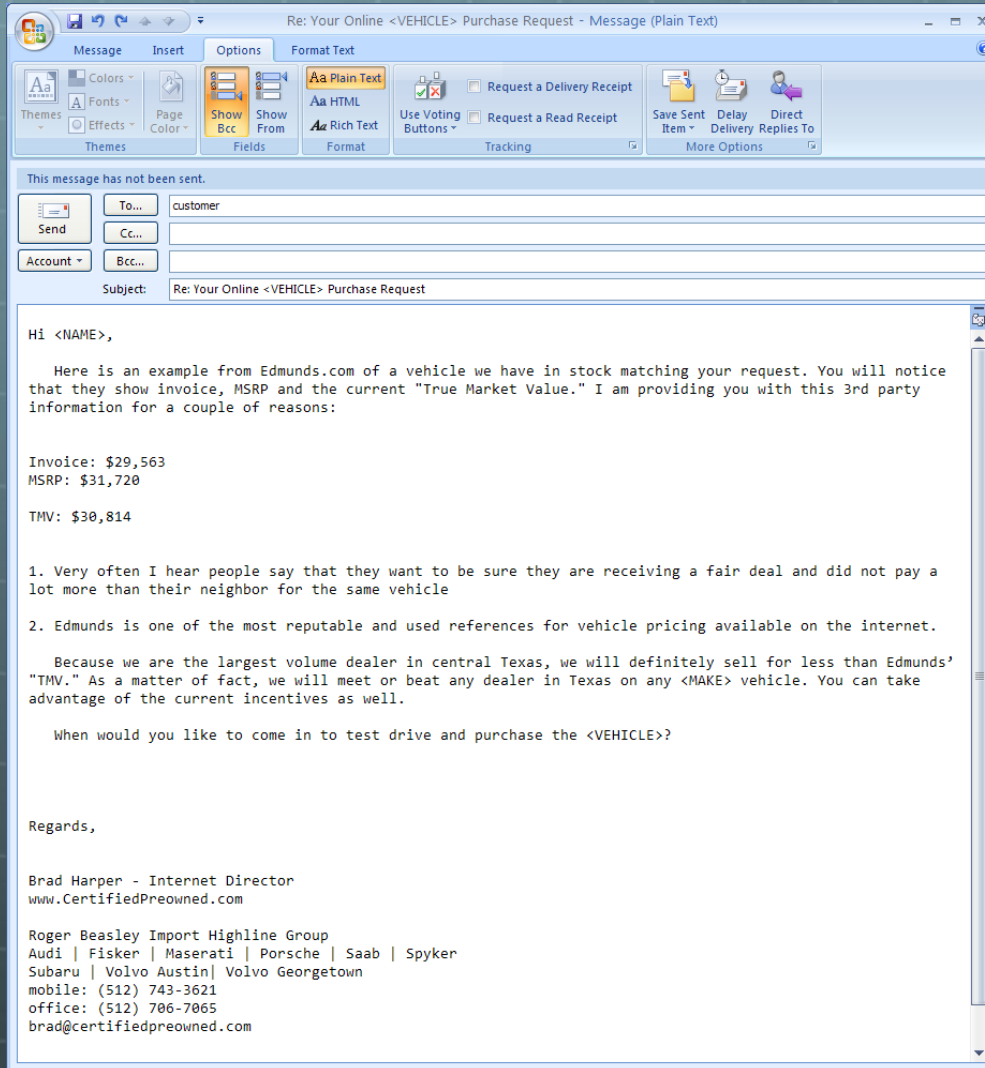


Edmunds.com Info Gather (15 – 20 minutes)



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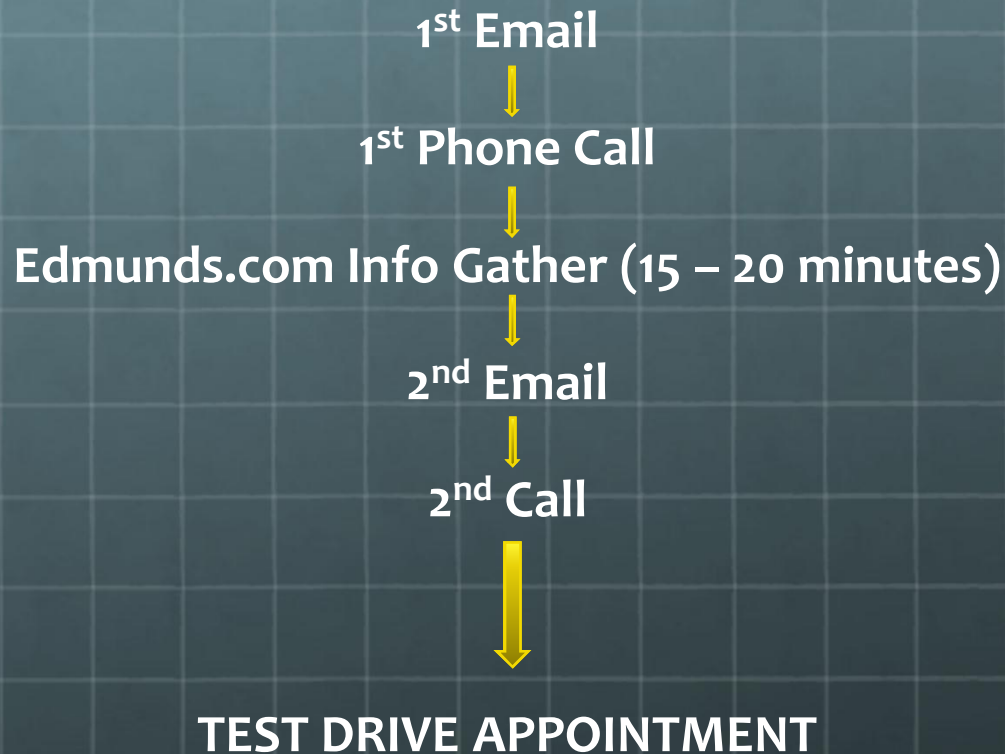
“ Creates opportunities for further follow-up



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## Our Process



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## Our GOAL

### TEST DRIVE APPOINTMENT

EVERYTHING else we do with our process: overcoming objectives, establishing rapport, providing numbers up-front, etc, etc, is to drive to the Test Drive Appointment

**85%** of online shoppers who come into the dealership for a test-drive appointment

**BUY FROM YOU!**



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## Our GOAL

50 Walk-In x 30% = 15 deals

50 Internet x 50% Appointments = 25

25 Appointments x 85% closing

=

**21 DEALS**



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## Types of Buyers

### Relationship Seeker

- “ They are the person who wants to be your friend. (Sometimes called the customer who never goes away)
- “ They write longer-winded emails and can easily get distracted from the purchase
- “ You can use “relate to them” strategy to establish rapport
- “ Identified by longer, friendly emails

### Information Gatherer

- “ They are more detail driven about the product
- “ Tend to know more than most salespeople about the product
- “ LOVE fact and statistics
- “ Identified by longer emails discussing technical specifications, costs of ownership, fuel economy, etc, etc
- “ They LOVE emails with new information about products they haven’t found on their own



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## Types of Buyers

### Dealer Distruster

- “ They are historically the majority of online car shoppers
- “ They have had negative experiences in dealerships and will assume you are a “typical car salesman”
- “ They will question most of what you tell them as not true
- “ Once won over, they are some of the most loyal car buyers on the planet
- “ They write shorter emails with pointed statements and tend to be a little rude until you establish rapport

### Dominating Dealmaker

- “ Second largest online shopper historically
- “ They will use “control” as a protection method of “getting screwed”
- “ Similar to the Dealer Distruster, but more arrogant typically than rude
- “ Once they trust you, very loyal
- “ Identified by longer emails that tend to tell you how the deal will proceed.
- “ Their nature is based in fear. They will hide behind the computer and tend to be difficult to get in the door



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## Types of Buyers

The average salesperson closes about 25% - 30% of the people they work with. This is in direct correlation to the “type of consumer” YOU are. We tend to sell more to people we relate to. So, if you can identify the type of buyer you are assisting, and at least learn to communicate with them on their level, not your own personal level, you will close more of the people you are NOT like.

You will increase your closing % and make more money by selling people you typically would not relate to.



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## Quick Response Philosophy

From the beginning of “internet sales” in dealerships, there has been a belief that you have to respond to leads within

X amount of time

That belief is flawed

Your timeframe in the back of your head when working leads is that you must

**GET A RESPONSE** from a customer within X amount of time



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## Quick Response Philosophy

Most salespeople at other dealerships are told to respond within a specified timeframe. They will send emails and if they get no response, assume they have “done their job”

We do what we can, with the information and tools available to **GET A RESPONSE** from the customer. That is your first goal with all internet leads



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## How do you get a response?

### Generic Open-Ended Questions

People are more inclined to respond to a question at the end of an email than a statement.

Keep it generic – don't make the mistake of talking about something your customer doesn't care about

Keep it open-ended – Don't ask “yes or no” questions



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## Most common pitfalls

Salespeople lose more business without EVER knowing “why” they lost than the number of deals they know “why” they did SELL the vehicle.

The best way to overcome this unknown is to practice avoiding the most common pitfalls



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## Most common pitfalls

- “ Becoming an information provider instead of the salesperson
  - “ Make sure your customer knows you are the person who will sell them their car
- “ Lack of follow-up or just going through the motions
  - “ When you become complacent, you make mistakes and forget about people. Always ask yourself, “how can I sell the tough customer?” Always challenge yourself to improve your craft
- “ Don’t allow your perceptions to control the deal. Focus on the customer’s perceptions and learn what they are
  - “ For example, don’t assume just because they stopped responding they aren’t buying. People have lives away from their computers



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## Most common pitfalls

- “ **Don't EVER type an email address again in your life**
- “ It is completely silly to lose a deal over something so minor as having a typo in an email address – COPY and PASTE

<CTRL> + <A> = Highlight All

<CTRL> + <C> = Copy Highlighted Information

<CTRL> + <V> = Paste Copied Information

Master your keystrokes & learn to save time



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## Answering Phone-Ups

We spend THOUSANDS of \$\$ each month to drive traffic to our sites and leads from vehicle listings via pay-per-click and 3<sup>rd</sup> party marketing. The calls from this advertising are all recorded for the purpose of continued improvement of your skills. When you get a call from a customer asking about a vehicle they saw online, it is CRUCIAL you collect the customer information (name and phone # at least) and enter it in CM at the time of the call.

**When you answer a call: “Sales, this is Brad. Who am I speaking with?”**

Instead of just asking them for their information, give them a reason and value for THEM in doing so.



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## Answering Phone-Ups

Two Goals with ALL sales calls:

1 – Collect the customer's information by giving them a benefit to giving that information.

OBP – Overview, Benefit, Permission

2 – Schedule an appointment for the customer to see the vehicle in person



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## Answering Phone-Ups

For Example:

You: “Let me go out and put my hands on that <vehicle> and call you right back from my cell phone while I’m looking at it. **(OVERVIEW)** That way I can give you a description of the vehicle while it’s in front of me. **(BENEFIT)** How does that sound? **(PERMISSION)**”

Customer: “Sure”

You: “What’s the best number where I can reach you?”

**This gives the customer something of value and a reason to give you their number.**



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## Phone Call Mistakes

- Giving away all the information on the first phone call
- Not LISTENING to the customer (They will TELL you HOW to sell them a vehicle)
- Interrupting the customer
- Putting someone on “hold” while you find something out. This is a PERFECT opportunity to call them back
- Hanging up before the customer does

You should ALWAYS be listening throughout the call for opportunities to collect their information, schedule an appointment & their “HOT BUTTONS” (why they will make a decision)

**Challenge: From now on: DO NOT ANSWER IF A VEHICLE IS STILL AVAILABLE ON THE FIRST CALL**



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## IHG Internet Policies

- “ EVERY email related to internet leads is to be BCC'd to [brad@certifiedpreowned.com](mailto:brad@certifiedpreowned.com)
- “ Every lead is to be checked for entry in CM. If it is not in, you are required to enter it when the lead is received
- “ Every lead is to be responded to with two emails and two phone calls (if # available) within 1<sup>st</sup> 30 minutes of receiving lead
- “ If you are not able to obtain an appointment with the customer within the first 24 hours, notify your sales manager and myself to ask for assistance
- “ You are required to work your Daily Work Plan in CM and use CM as your follow-up tool honestly. Complete the scheduled follow-up. Mark activities completed at the time they are completed. Do not mark activities complete unless you actually performed the activity.
- “ Work emails addresses are for work purposes ONLY. Do not provide your work email for anything non-work related. Do not send content that could be considered offensive, illegal, harassing or unethical.



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## IHG Internet Policies

- “ Do not use ANY non-approved technology including equipment and/or software for work purposes. This includes adding software to work equipment & sending or receiving work information with non-approved equipment or software. For example: Don't send yourself work-related email via your personal Gmail account, etc.
- “ Do not use any email other than the work email address you have been provided for work-related communication
- “ Do not advertise online without the approval of the Roger Beasley IHG Internet Director's approval. All online advertising must be approved before being posted.
- “ Do not create any online identity on behalf of the Roger Beasley IHG or it's dealerships without approval of the Roger Beasley IHG Internet Director
- “ Do not provide misleading, unethical or illegal information on behalf of or as a representative of the Roger Beasley IHG or its dealerships.
- “ Non-compliance with these policies will result in suspension or termination of your opportunity to work internet leads & possible termination of employment



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