



VELOCITYENGAGE

DRIVE DIGITAL ENGAGEMENT. SELL CARS FASTER.

10 PAIN POINTS INTERNET SALES & BDC MANAGERS FACE EVERY DAY

Learn How To Turn Each Pain Into Gain
To Triple Your Internet Sales

PAIN RELIEF PLAYBOOK

Table Of Contents

- How Do I Know About Your Pain? 3
 - A Special Message From A Veteran Car Person..... 3
- Pain Point #1: It’s Hard To Overcome Pricing Objections 4
 - How To Build Value & Justify Pricing 5
- Pain Point #2: Long-Term Lead Follow-Up Is Daunting..... 6
 - How To Use Digital Portfolios To Engage Leads..... 7
- Pain Point #3: Not Enough High-Quality Leads..... 8
 - How To Get More High-Quality Leads..... 9
- Pain Point #4: Shoppers Don’t Stay On Our VDPs Long..... 10
 - How To Keep Shoppers On VDPs Longer 11
- Pain Point #5: No Insight Into Online Shopper Engagement..... 12
 - How To Visualize Shopper VDP Engagements..... 13
- Pain Point #6: Car Buyers Don’t Trust Car Dealers..... 14
 - How To Be Transparent & Still Hold Gross 15
- Pain Point #7: Inconsistent Information & Sales Processes 16
 - How To Get Everyone On The Same Page..... 17
- Pain Point #8: Very Few Prospecting Tools For Salespeople 18
 - How To Prospect With Digital Portfolios 19
- Pain Point #9: Few Deals From The Service Drive 20
 - How To Sell More Cars From Service 21
- Pain Point #10: What’s Going On With Vehicles In Recon? 22
 - How To Start Selling Units On Day #1 23
- Wrap Up & Thanks!..... 24

How Do I Know About Your Pain?

A Special Message From A Veteran Car Person

For nearly fifteen years, I was bombarded every day in the dealership with phone calls and stop-in visits from “peddlers” trying to get in front of me with the newest miracle “potion” that was going to help me get more leads, appointments, showroom visitors – and ultimately car deals. As an eCommerce & BDC Director juggling up to eleven dealerships at a time – I had no time to waste. If a vendor got in front of me, it was because they had one helluva pitch or made an incredible first impression – or brought lunch for the dealership’s hard-working BDC agents or salespeople (Is there still such a thing as the pizza-close?)

During those years, I really had hoped a miracle would come along, but the reality was the very best I could do was put a great set of tools into place, surround myself with the best people I could find, have a solid plan, implement processes, train till my eyes watered, be a real leader, inspect what I expected – and learn from my mistakes. While I seldom got to taste a miracle potion – I did come across a handful of solutions that helped me and my team achieve record numbers across fixed ops and sales.



Having a lot of experience in the car business does not necessarily make me a pain expert. Rather, I believe that I understand the pain that internet and BDC managers experience each day because I have made just about every mistake that could be made in my roles over that fifteen-year period. I have a plaque on a wall in my home that reads, “If you’re going through hell, keep going” (Winston Churchill) because I have always believed that experience is a master teacher *if* you learn from your mistakes.

This **Pain Relief Playbook** is dedicated to those who work like a maniac in similar roles – in the trenches of this often, grueling business. While in retail, I had the privilege of training hundreds of BDC agents, salespeople, and managers across service and sales. I earnestly believe that I made a positive impact on many people... and I want to continue doing that now that I have crossed over to the “dark” vendor side of the business!

[In this Pain Relief Playbook, I identify ten excruciating pain points that I dealt with every day. Each pain point section begins with a brief overview of the market condition related to the pain, followed by a bulleted pain summary section that lists the “aches” that make up the pain. Then, we get to the good stuff... How do we turn the pain into gain? This is what you are really interested in – a little bit of “potion” to help you, incrementally, drive team performance and put more chalk lines on the board.](#)

Thanks to all of you warriors in the business who face unsurmountable obstacles every day. I hope that you find actionable insights in this Playbook that will make your job easier and empower your people with useful information and tools to be better at what they do.

Finally, ALWAYS remember one thing... if you sell enough cars, all your problems will go away!

Respectfully,
Karla Guleserian, MSEC



Pain Point #1: It's Hard To Overcome Pricing Objections

If you look at most website SRPs and VDPs, you will see that the primary focus is the price. In big bold fonts, you can find the best price, internet price, WOW price, today's best price, lowest price, sale price, eprice, and can even unlock an instant price! Dealers complain every day that all shoppers care about is price – while their marketing messages and merchandising makes price the most important thing. What is up with this?

We'll dig a little deeper into the data later, but it's essential that you know that QUALITY is the most important option to consumers when choosing a vehicle, *THEN* price. When it comes to consumers priority of quality – we are talking about the quality of the vehicle they are interested in and the services provided by the dealership.

While it makes sense that car buyers want to get the best price on the vehicle they purchase, no one wants to give up quality for price unless they absolutely must.

The quality and safety of a vehicle affects its price... typically, the higher the overall quality and safety, the higher the price. The old saying, "You pay for what you get," is true. Vehicle quality and safety refer not only to the brand and vehicle condition, but also the qualifications of the technician that performed repair work and the parts that were used in those repairs (OEM vs. aftermarket). The thoroughness of a multipoint inspection also impacts price. Having an inspection completed by a factory-certified technician and a dealership that stands behind their vehicle inspections and repairs has a monetary value.

What Hurts

- There is not enough information on VDPs to build tremendous value with car shoppers.
- Marketing messages and merchandising make vehicle pricing the primary focus.
- It is time-consuming and painstaking for salespeople to gather evidence documents to show vehicle reconditioning work and associated costs.
- Vehicle inspection reports are not available in the CRM but are stored in the DMS. Most of the time, salespeople do not have access to inspection results to review with customers.





Turn The Pain Into Gain

How To Build Value & Justify Pricing

Look at the Vehicle and Dealership Reputation sections of the vehicle digital portfolio below. Once a shopper has reviewed basic vehicle specs, photos, and pricing – everything else that the shopper wants to know about the vehicle, dealership, and financing options is accessible from this one page.

Shoppers that visit either an SRP or a VDP on your website, view less than 3 website pages during their online session – which means much of the content on your site that builds value in doing business with your dealership is not viewed by car shoppers.

Documents, reports, and videos contained in a digital portfolio should be the subject of value-building conversations, such as reviewing the details of the window sticker, ebrochure, inspection report, the dealership's return policy, the video walkaround, and the vehicle's service history – without having to help the shopper navigate through 5 or 6 different sections of the website.

Educating shoppers about the quality of an inspection and reconditioning work performed by a factory-certified tech is crucial to building value in a used vehicle. With the average vehicle containing between 50 and 200 computer chips, specialized diagnostic equipment and knowledge is required to read information accurately to ensure a healthy engine. Shoppers may not understand that properly reconditioned vehicles save money in the long run, unless they are educated by a salesperson.

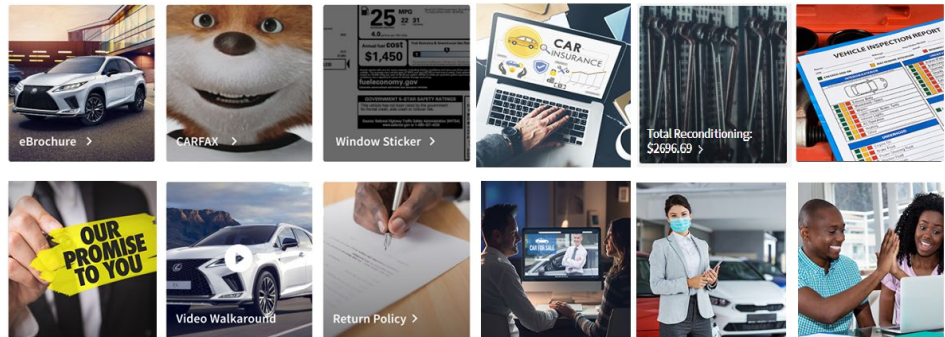
Reviewing a vehicle's factory window sticker and ebrochure is useful in showing the MSRP, vehicle equipment, safety ratings, and more. Comparing the MSRP with the current price can also help deal with pricing objections.

Showing car shoppers your dealership's investment in the community, online reviews, and value-added services builds additional value – all while saving shoppers time and positioning yourself as knowledgeable, transparent, and helpful.

Delivering value-based sales presentations that include relevant documents, videos, photos, and useful reports will differentiate you from other salespeople. This value will ultimately translate to gross profit and an exceptional customer experience.

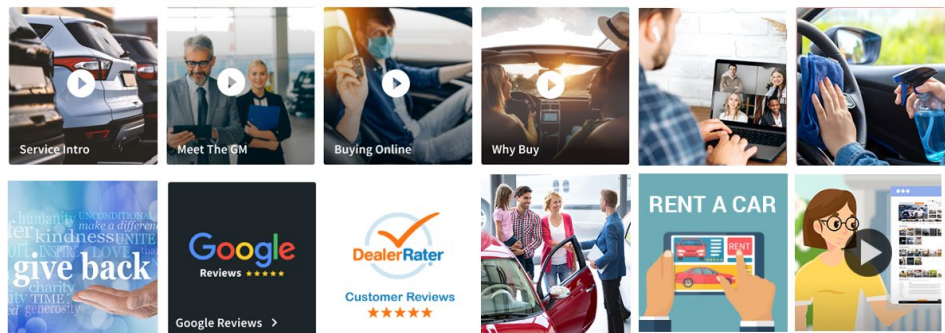
Vehicle Reputation

Get detailed information about the vehicle that interests you.



Dealership Reputation

Learn about our dealership, our process, and our people.



Pain Point #2: Long-Term Lead Follow-Up Is Daunting

Consumers shop sometimes for weeks or months before they buy a car. If they completed a form or two along the way, they have been getting emails, calls, and texts from internet salespeople trying to get a conversation started. As tiresome as it is for shoppers, it is a never-ending cycle for salespeople – following up with hundreds of leads every week. It is a relentlessly, detailed job that is certainly not for everyone.

Whether managing internet leads or not, if you are in sales and you want to be successful – you must follow-up with your customers. The CRM simplifies the follow-up process but, even then, customers slip through the cracks when you are busy selling cars for several days or take a day or two off (I know this does not happen often!).



What Hurts

- It is difficult to motivate salespeople and BDC agents to follow-up on hundreds of leads over the long-term, especially when the response rate is low.
- All we really can do for follow-up is repeatedly send emails and texts and leave voice messages – we do not have a tool that helps us to engage aged leads at a high rate.
- Salespeople get too busy selling cars to follow-up on unsold showroom traffic and phone ups for any real length of time.
- We have a video tool, but it is not feasible for us to create a custom video for each prospect.





Turn The Pain Into Gain

How To Use Digital Portfolios To Engage Leads

Think about starting your day by opening your email account. Very quickly, you decide to either delete an email or open it. If you believe an email is going to contain content that interests you or is of value to you, you are going to open it. This scenario illustrates the difference between sending stale email templates and text messages to car shoppers – and sending highly interactive digital portfolios.

Now, think about this... if you dig into the math of it, the average dealership makes between 1,000-1,500 vehicle price adjustments every month. Notifying prospects that a price has changed on a vehicle they are interested in is a great way to get leads engaged.

To be effective at getting engagement, emails and price change notifications sent to car shoppers must capture their attention within seconds of being opened. Highly interactive digital portfolios that contain videos, reports, photos, and documents with relevant and valuable information is a sure way to get both new and old leads engaged. Look below at the ACTUAL 45-day reporting on VelocityEngage digital portfolio emails that were sent from a dealership's CRM.

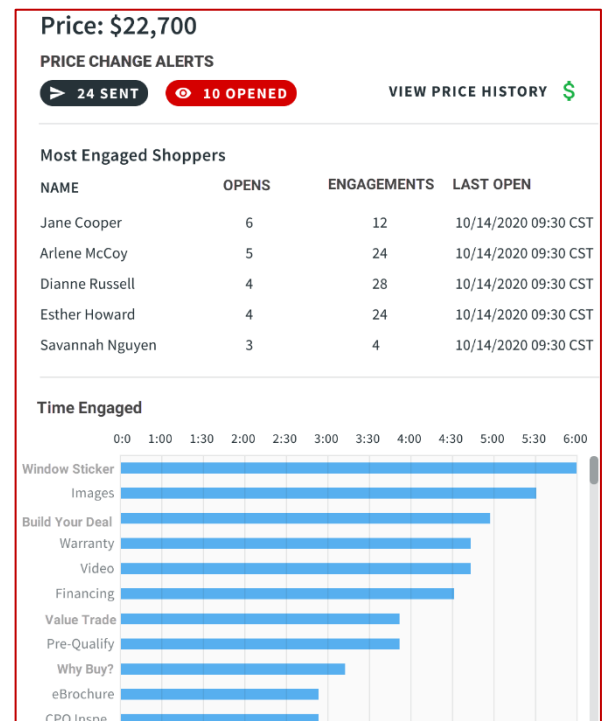
Actual Email Template Performance (45 Days)

| Email Template | Emails Sent | Emails Opened | Replies | % Emails Opened | Appt Shown | Total Sold | Sold New | Sold Used |
|----------------|-------------|---------------|---------|-----------------|------------|------------|----------|-----------|
| VelocityEngage | 1748 | 1226 | 784 | 70.00% | 89 | 53 | 27 | 26 |
| Custom Email | 858 | 605 | 117 | 70.00% | 51 | 31 | 13 | 18 |

For this Mercedes-Benz dealership, the VelocityEngage digital portfolio email template outperformed the other 118 templates in their CRM with only “custom” emails coming close. Both tied for a 70% open rate – but look at the number of replies (engagements) that the store got from the digital portfolios template – 6.7x more! The resulting shown appointments and car deals speak for themselves.

Like other emails, when a shopper opens a digital portfolio, the dealership receives an instant notification. Better yet, the salesperson can monitor shopper engagement with each module of a portfolio by viewing the associated heat mapping.

Having insight into shopper behavior is the reason for the high number of showroom visitors and car deals. Digital portfolios contain such valuable information that shoppers naturally transition through the purchase funnel.





Pain Point #3: Not Enough High-Quality Leads

Today, less than 25% of car shoppers fill out a form online. Most shoppers either call the dealership directly or come to the showroom as their first point of contact. About 50% of the visitors that arrive on a dealership’s website leave without any interaction. On average, visitors stick around for only about 1.5 minutes and visit an average of 2.75 pages.

People bail from your website and VDPs without filling out a form because they either need to complete more research or they did not see anything that compelled them to want to connect with you – it really is that simple.

To most car buyers, dealership websites all look the same – and they are not all that intrigued with the content they contain or how they are arranged. Consumers’ attention span is growing shorter by the minute, which means you have a few seconds to grab their attention. It is a grim scenario considering how much money is spent driving traffic to your website.

Actual Dealership Website Google Analytics Reporting (5 Months)

| Default Channel Grouping | Acquisition | | | Behavior | | |
|--------------------------|---|---|---|---|---|---|
| | Users ? | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? |
| | 123,055 <small>% of Total: 100.00% (123,055)</small> | 121,077 <small>% of Total: 100.00% (121,077)</small> | 186,150 <small>% of Total: 100.00% (186,150)</small> | 52.79% <small>Avg for View: 52.79% (0.00%)</small> | 2.72 <small>Avg for View: 2.72 (0.00%)</small> | 00:01:38 <small>Avg for View: 00:01:38 (0.00%)</small> |
| 1. Paid Search | 42,195 (33.26%) | 40,725 (33.64%) | 64,769 (34.79%) | 57.89% | 2.87 | 00:01:30 |
| 2. Facebook Advertising | 31,897 (25.14%) | 30,866 (25.49%) | 46,001 (24.71%) | 72.17% | 1.48 | 00:00:38 |
| 3. Direct | 18,180 (14.33%) | 18,032 (14.89%) | 22,453 (12.06%) | 25.10% | 2.05 | 00:01:30 |
| 4. Organic Search | 15,155 (11.95%) | 13,530 (11.17%) | 25,282 (13.58%) | 20.46% | 5.48 | 00:04:00 |
| 5. Display | 10,977 (8.65%) | 10,625 (8.78%) | 15,670 (8.42%) | 76.65% | 1.45 | 00:00:34 |
| 6. (Other) | 4,577 (3.61%) | 4,323 (3.57%) | 5,454 (2.93%) | 53.78% | 2.72 | 00:01:35 |
| 7. Referral | 2,048 (1.61%) | 1,304 (1.08%) | 4,454 (2.39%) | 24.65% | 4.92 | 00:04:51 |
| 8. Social | 1,828 (1.44%) | 1,672 (1.38%) | 2,067 (1.11%) | 35.03% | 4.36 | 00:02:17 |

What Hurts

- The number of 1st party leads keeps declining.
- To keep up the lead count, decision makers buy more 3rd party leads which are often sold to multiple dealerships or regurgitated from old campaigns.
- Leads coming from other sources such as dynamic inventory ads can be of poor quality.
- Internet salespeople and BDC agents are expected to produce more sales with fewer high-quality leads every month.

Turn The Pain Into Gain

How To Get More High-Quality Leads



The solution to this problem is just as plain as the problem itself. If most people leave your website and VDPs without reaching out because they do not find the information they want, or the content is not compelling – the solution is to give them what they want and make the content rich!

What kind of information are shoppers looking for when they are shopping for a car and a dealership? Answer this question, then deliver up this content on one page.

Your own website analytics will show you that website visitors DO NOT drill down into the navigation tabs of your website to get all the info they need.

It makes complete sense to deliver all relevant information upfront in a logical design on one page – and to keep navigation simple.

I would bet that it does not surprise you to learn that shoppers stay engaged with this style of digital portfolio up to 8x longer than a standard VDP. Why wouldn't they?

From one page, shoppers can see the window sticker, an ebrochure, warranty info, service history, dealership reviews and reputation videos, reconditioning records, the inspection report, and so much more.

And notice the call-to-actions... I am not a proponent of only using 1 or 2 CTAs on a VDP. We need to appeal to a variety of preferences for engaging with the dealership – chat, forms, text, physical address, social sharing, and phone.

The fact is that a fully interactive VDP with video and valuable documents drives website conversion to new levels!

BAM! More 1st Party Leads!

The screenshot displays a comprehensive vehicle digital portfolio for a 2017 Lexus RX 350 4D Sport Utility. At the top, it features the VelocityEngage logo, a product specialist's contact information (Tom Price, 604.345.9999), and location (Penney Lexus of Destin). The main vehicle image includes an internet price of \$28,200 and a suggested retail price of \$31,476. A navigation bar offers CTAs: Schedule Test Drive, Request Info, Ask A Question, Check Availability, and Get A Quote.

The content is organized into several sections:

- Certified Vehicle:** Lists specifications such as Mileage (45,000), City (29 MPG), and Engine (3.5 L 4cyl 8A).
- Vehicle Reputation:** A grid of 12 tiles providing detailed information, including eBrochure, CARFAX, Window Sticker, CAR Insurance, Total Reconditioning (\$2696.69), and Vehicle Inspection Report.
- Dealership Reputation:** A grid of 12 tiles showcasing the dealership's process and staff, including Service Intro, Meet The GM, Buying Online, Why Buy, and Rent A Car.
- Financial Tools:** A grid of 6 tiles offering tools to assist in the buying process, such as Calculate Payments, Build Your Car Deal, Value Your Trade, Easy Pre-Qualify, and Get Financed.



Pain Point #4: Shoppers Don't Stay On Our VDPs Long

Neither you nor I would buy a car without doing our due diligence. Car shoppers spend upwards to 15 hours conducting research, most of it online. They need a lot of information to decide which vehicle to buy and where to buy it. Unfortunately, not all the information they need is on your VDPs. Nowadays, most people do not come into the dealership without feeling confident and informed.

An even harsher truth is that less than 50% of the traffic to your website that views your SRPs move to the VDP level. The roughly 30% of traffic that does get to a VDP, is on your site for less than 3 minutes. Even worse is that few dealerships track the events that takes place in that 3 minutes.

Actual Dealership Website Google Analytics Reporting (5 Months)

| Default Channel Grouping | Acquisition | | | Behavior | | |
|--------------------------|---|---|---|--|--|--|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
| All Users | 138,713 <small>% of Total: 100.00% (138,713)</small> | 136,699 <small>% of Total: 100.00% (136,699)</small> | 202,198 <small>% of Total: 100.00% (202,198)</small> | 48.57% <small>Avg for View: 48.57% (0.00%)</small> | 2.52 <small>Avg for View: 2.52 (0.00%)</small> | 00:01:42 <small>Avg for View: 00:01:42 (0.00%)</small> |
| VDP Views | 42,341 <small>% of Total: 30.52% (138,713)</small> | 39,002 <small>% of Total: 28.53% (136,699)</small> | 64,315 <small>% of Total: 31.81% (202,198)</small> | 46.98% <small>Avg for View: 48.57% (-3.26%)</small> | 3.95 <small>Avg for View: 2.52 (57.01%)</small> | 00:02:57 <small>Avg for View: 00:01:42 (74.32%)</small> |
| SRP Views | 68,425 <small>% of Total: 49.33% (138,713)</small> | 66,119 <small>% of Total: 48.37% (136,699)</small> | 102,705 <small>% of Total: 50.79% (202,198)</small> | 50.66% <small>Avg for View: 48.57% (4.31%)</small> | 3.60 <small>Avg for View: 2.52 (43.02%)</small> | 00:02:16 <small>Avg for View: 00:01:42 (33.83%)</small> |

What Hurts

- On average, shoppers stay less than 2.5 minutes on our VDPs and view less than 3 of our website pages per visit.
- Not all the information that shoppers need to make a purchase decision is on our VDPs. Dealership information is spread throughout the website, under multiple tabs and sometimes not easy to find.
- Our VDPs lack interactive videos and documents that would keep shoppers engaged and move them through the purchase funnel.



Turn The Pain Into Gain

How To Keep Shoppers On VDPs Longer



We learned that on average, about 30% of a dealership’s website visitors land on a VDP and when they do, they stay there for less than 3 minutes. And we discussed the fact that people move on if they cannot quickly find the information they want or because content is not engaging.

It is important to understand how the introduction of social media and other online interactive content has disrupted traditional media channels. Today’s consumers want to engage with content – they want to play games, download content, stream music, start and stop videos - interact! Traditional VDPs are not effective at maximizing engagement from today’s shoppers because they get bored looking at long scrolling lists of specifications and grayed-out icons that fail to activate their senses.

When a VDP contains valuable reports, video introductions and explanations, vehicle records, community photos, reviews, and other interactive media and elements – the impact on the amount of time that car shoppers stay engaged is striking as shown.

| VELOCITY ENGAGE | | | | | | | | |
|--|--------------|---|---------|--------|-------|-------------|--------------|-----------------|
| Dashboard Inventory Reports Shoppers Mercedes-Benz Dealer | | | | | | | | |
| 1313 Engagements | | | | | | | | |
| Week to Date | | | | | | | | |
| Shopper: All Shoppers Dealer User: All Users Method: All Methods | | | | | | | | |
| DATE & TIME | USER | VEHICLE | SHOPPER | METHOD | OPENS | ENGAGEMENTS | TIME ENGAGED | LAST OPEN |
| 5/6/2021 23:31 | David Jenson | KA438809 2019 Mercedes-Benz S-Class | -- | WEB | 2 | 19 | 7m 18s | 5/6/2021 23:31 |
| 5/5/2021 18:41 | Paige Strong | MA441925 2021 Mercedes-Benz GLE | -- | WEB | 2 | 15 | 6m 4s | 5/5/2021 18:41 |
| 5/4/2021 10:01 | David Jenson | MA985994A 2011 Mercedes-Benz E-Class | -- | EMAIL | 2 | 15 | 5m 2s | 5/4/2021 10:03 |
| 4/30/2021 22:54 | Sam Patel | MA413715A 2020 Mercedes-Benz GLS | -- | WEB | 1 | 15 | 5m 46s | 4/30/2021 22:54 |
| 5/2/2021 15:54 | Paige Strong | MA413715A 2020 Mercedes-Benz GLS | -- | EMAIL | 1 | 14 | 10m 12s | 5/2/2021 15:54 |

If you want online car shoppers to engage with your SRPs and VDPs, then you need to give them something to engage with – content that they will find interesting, relevant, interactive, and useful.

VelocityEngage digital portfolios are transforming dealership VDPs and enabling salespeople and BDC agents to delight online shoppers with transparent reports, informative videos, and essential documents that help them feel confident that they are making the best decision when it comes to the vehicle they buy and the dealership selling it.





Pain Point #5: No Insight Into Online Shopper Engagement

It is estimated that the average car buyer spends between 10-15 hours performing online research. They visit multiple websites gathering information about vehicle features, incentives, pricing, reviews, trade valuations, financing, warranty options, and much more. They conduct numerous online searches looking for helpful information. They download documents and watch videos, arming themselves with the intelligence they need to make the best decision.

The way that shoppers engage with the content and elements on your website and VDPs can be thought of as their “digital body language”.

Just like you pay attention to body language when customers walk into the showroom, VDP engagement provides insight into online car shopper intentions. Shopper click patterns, time-engaged, video views, photo clicks, and more – give tremendous insight so that salespeople ask the right questions and have valuable conversations.

Unfortunately, salespeople and BDC agents have no insight whatsoever into what actions individual shoppers are taking on your website or VDPs. The image to the right is actual event action reporting from a dealership website, depicting the events that are being tracked on the dealership’s site.

Where are the events that correlate with opening a CARFAX report or watching the service department intro video – or downloading the factory window sticker? While some dealerships do track these events, there is no way to associate them with individual shoppers.

| Event Action | Total Events | % Total Events |
|----------------------------|--------------|----------------|
| Inventory Pushed to Chat | 18,485 | 14.01% |
| Basic Search | 11,163 | 8.46% |
| click | 4,548 | 3.45% |
| recent_edmunds_com_visitor | 4,124 | 3.12% |
| Button Click | 4,095 | 3.10% |
| Search All | 2,677 | 2.03% |
| Certificate View | 2,389 | 1.81% |
| Header | 2,349 | 1.78% |
| Phone Call | 2,177 | 1.65% |
| Search New | 1,471 | 1.11% |

What Hurts

- Salespeople have no idea what information shoppers gathered online about their vehicle of interest or the dealership when they talk to them on the phone or greet them in the showroom.
- Website engagement contained in Google Analytics or dealership website reporting is not associated with specific shoppers nor accessible by salespeople or BDC agents.
- BDC agents and salespeople have no idea how shoppers interacted with the content on the dealership’s VDPs.

Turn The Pain Into Gain

How To Visualize Shopper VDP Engagements



Heat mapping technology provides a graphical visualization of how car shoppers interact with website and VDP content and elements. Not only does heat mapping give salespeople insight into online shopper behaviors but it also helps to identify which content and elements on the VDP are most popular with shoppers. Heatmapping can help to determine the best placement for content items, optimal page length, and content that causes user experience problems.

Imagine that this heat map image depicts the behavior of Shelley, the car shopper. Wouldn't it be helpful to know that she opened the inspection report four times? What kind of questions would her behavior prompt you to ask? Having this insight into Shelley's engagement with this VDP would enable you to have more valuable conversations and help you to overcome objections.

2021 Toyota Venza Utility

BEAVER TOYOTA POWERED BY VELOCITYENGAGE

Tom Price Product Specialist (404) 345-9999

Get Price Drop Alerts

Map Text Call Email

Certified Vehicle

| | | | |
|----------|------------------|---------|------------------------------|
| VIN | JTEAARHBMJ016471 | Stock # | T016471 |
| Body | Utility | Hwy | 37 MPG |
| Exterior | -- | City | 40 MPG |
| Mileage | 1,054 | Engine | 4 Cylinder Engine |
| Interior | -- | Trans | Continuously Variable (ECVT) |

Carfax Report Duration: 19.3 seconds Clicks: 3

Window Sticker Duration: 2m Clicks: 1

Service Records Duration: 46.1 seconds Clicks: 2

Total Price \$1507/mo

(470) 533-2000 BeaverToyotaCumming.com

Schedule A Test Drive Request Info Duration: 13 seconds Clicks: 1 Ask A Question Check Availability Get Quote

Vehicle Reputation

Get detailed information about the vehicle that interests you.

Carfax Report Duration: 19.3 seconds Clicks: 3

Window Sticker Duration: 2m Clicks: 1

Warranty Duration: 3 seconds Clicks: 1

Service Records Duration: 46.1 seconds Clicks: 2

Dealership Reputation

Learn about our dealership, our process, and our people.

Meet the GM Duration: 0.1 seconds Clicks: 1

WHAT OUR CLIENTS SAY

Please let us know how we can better assist you as you consider your options in this most important decision. Privacy Policy Toggle heatmap overlay

VelocityEngage has a powerful heat mapping function that reveals not just how shoppers engage with VDP media but for how long.

Armed with online shopper behavioral insight, salespeople can map out talking points before reaching out to shoppers.

Formulating questions based upon shopper engagement enables salespeople to better control conversations and to help them inform and educate shoppers about items such as inspection results, recon repairs that were performed, and line items on the factory window sticker.

Vehicle Reputation

Get detailed information about the vehicle that interests you.

Carfax Report Duration: 19.3 seconds Clicks: 3

Window Sticker Duration: 2m Clicks: 1

Warranty Duration: 3 seconds Clicks: 1

Service Records Duration: 46.1 seconds Clicks: 2

Dealership Reputation

Learn about our dealership, our process, and our people.

Meet the GM Duration: 0.1 seconds Clicks: 1

WHAT OUR CLIENTS SAY

Privacy Policy

VelocityEngage empowers automotive professionals so that they feel confident in their product knowledge and their ability to answer questions and provide valuable information. This confidence, level of service, and transparency builds value WILL translate to gross profit when the deal is done.

Pain Point #6: Car Buyers Don't Trust Car Dealers

Prior to the internet, consumers had limited access to information about vehicle pricing, incentives, finance options, and trade values which resulted in a deep distrust of salespeople and dealerships in general. Even with full access to this information today, the distrust continues with millennials, and will likely be prevalent among gen z-ers. It seems that automotive sales professionals will forever have to work especially hard to build rapport and gain trust from car buyers.

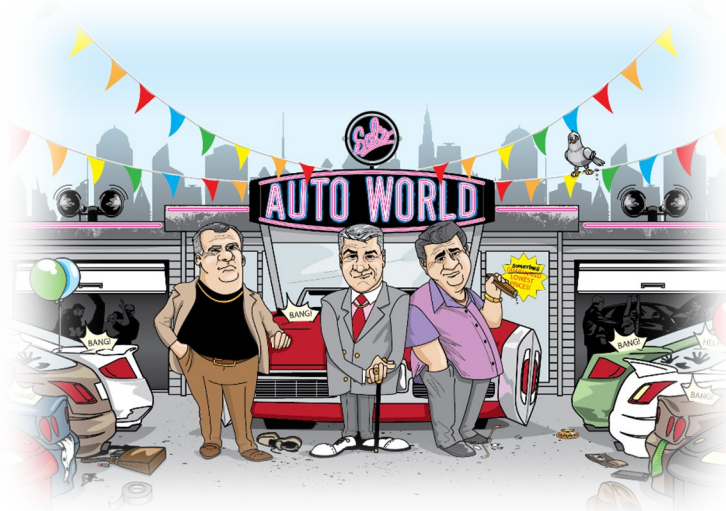
We know that, historically, dealers withheld certain information from car buyers to maximize deal profitability. However, over the past decade, we learned that you *can* make gross profit on customers who have information in hand.

Today, it is possible to provide complete and transparent information to car buyers while simultaneously building value that will convert to gross profit in the deal.

If a customer senses that you are withholding information – you lose all credibility. Dodging questions about pricing or financing will make it nearly impossible to build trust. If you want to gain the trust of a car buyer, you must be completely transparent – and you might be surprised to learn that you can profit from it.

What Hurts

- Salespeople are not empowered with the information they need to answer customer's questions.
- It takes a lot of time to gather the information customers want, which makes it seem that salespeople are not being honest.
- There are times when it is impossible for salespeople to access certain information – and, unfortunately, customers do not believe that the salesperson does not have access to the information they want.



Turn The Pain Into Gain

How To Be Transparent & Still Hold Gross



According to the Consumer Trends for 2020 Report by Brandwatch, when 8,000 people were asked what attribute was most important when choosing a vehicle – quality ranked as the most important, followed by affordability then friendly customer service.¹ Consider also that nearly half of U.S. consumers (47%) plan to keep their vehicles longer than they have in the past.² [These facts reveal the keys to holding gross while being completely transparent – and that is to 1\) build value, 2\) offer an affordable payment, and 3\) provide superior customer service.](#)

Imagine getting a phone call from a car shopper looking at a used vehicle on your website... What if you clicked on the VDP and it contained all relevant information about both the vehicle and your dealership? You would be able to have a value-based conversation, answer questions, and present yourself as a competent and honest salesperson.

This is contrary to what happens today where conversations revolve primarily around vehicle pricing – because there is little other information on the VDP to discuss. By presenting key documents, reports, and videos – you can easily build value, gain trust, justify pricing, answer questions, and deliver an incredible customer experience.

[A truly effective VDP functions like a digital portfolio and contains content that empowers salespeople to create talking points so they can educate car shoppers. By offering all information upfront, it will be easier to build rapport and gain trust.](#)

VelocityEngage digital portfolios contain all the information shoppers want on one page, such as:

- Factory window sticker
- Reconditioning records
- Service history
- Vehicle inspection report
- Dealership online reviews
- Community involvement photos & info
- GM video intro and bio
- Service department video
- Extended warranty documents

The purpose of the VDP is to answer all questions the shopper has about a vehicle - but it should also serve to reassure customers they are choosing the right dealership. The result will be a natural and seamless transition to the showroom to finalize the deal.



¹ 2020: Consumer Trends for the Auto Industry, Brandwatch, February 1, 2020. Available online at <https://bit.ly/3uf8FRh>.
² Deloitte: Restarting the Stalled Automotive Sector. Driving the road to recovery starts with a knowledge of the consumer landscape. July 14, 2020. Available online at <https://bit.ly/3bNFYo0>.

Pain Point #7: Inconsistent Information & Sales Processes

Today, consumers expect their experiences with the dealership to be consistent across all touchpoints – the website, email, text, phone, across social, and in the showroom. If a customer has been speaking to a salesperson and received information, that information should be readily available when the customer arrives in the dealership and be exactly as it was presented the first time.

When shoppers get different information from two different dealership representatives, they become distrustful and unhappy. Once this happens, it becomes nearly impossible to turn the situation around – which means you either lose out on a car deal or start giving away gross profit trying to save it.



What Hurts

- Employee turnover makes it extremely difficult to ensure that all salespeople and BDC agents “speak the same language”.
- Customers “blow out” because the “story” changes when they get to the dealership.
- CSI suffers when customers are forced to hang out in the dealership for hours to get the information they want.
- The BDC agent tells the customer one thing and when they arrive in the dealership, the salesperson tells them something entirely different.

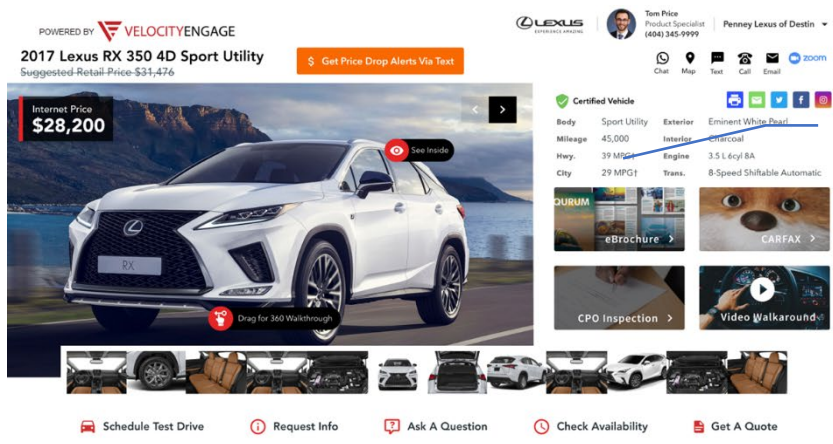


Turn The Pain Into Gain

How To Get Everyone On The Same Page



In most dealerships, salespeople are expected to follow some sort of sales process on the floor. Depending upon where the customer is at in the research process, the salesperson might start with a trade-walk, by completing a finance app, or dive right into the numbers. Regardless of where you start, if salespeople and BDC agents utilize a “digital portfolio” to steer conversations with customers, the dealership would achieve a high level of process consistency. [The following outlines how to use digital portfolios to get salespeople and BDC agents on the same page.](#)

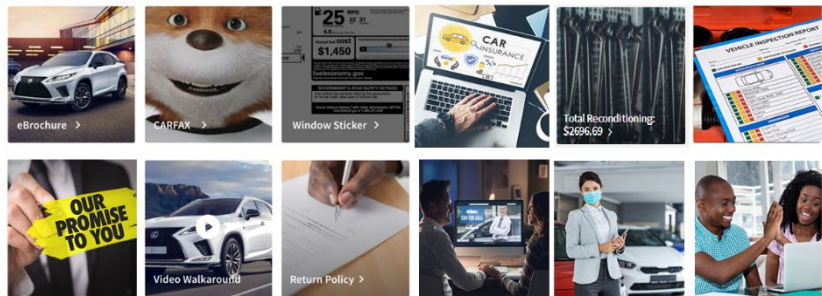


Salespeople and BDC agents review basic features of the vehicle using the main summary section of the portfolio.

Using this as a guide with word tracks will ensure a consistent approach to each sales presentation.

Vehicle Reputation

Get detailed information about the vehicle that interests you.

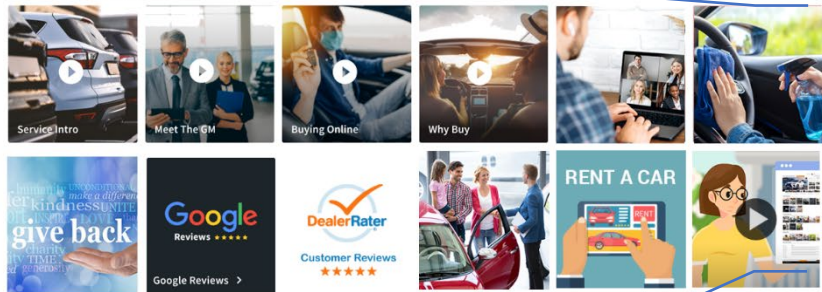


The Vehicle Reputation section contains documents and videos with more detailed information – such as the inspection report and reconditioning records.

Salespeople should review each content item with shoppers, educating them about terms and the meaning of the information – positioning themselves as knowledgeable.

Dealership Reputation

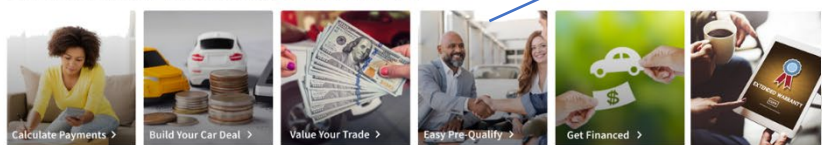
Learn about our dealership, our process, and our people.



Using the content in the Dealership Reputation section, salespeople can discuss the dealer’s community work, reviews, value proposition, online buying process, and present videos such as a GM introduction or service department overview.

Financial Tools

Explore financial tools to move forward in the buying process of your new vehicle.



Presenting financial tools and information is a logical step in the digital retailing process.


Deliver Consistent Sales Presentations Remotely & In-Store Every Time While Gaining Trust

Pain Point #8: Very Few Prospecting Tools For Salespeople

Anyone that is relatively new to the car business knows how difficult it can be to build up a database of prospects. Most of the time when new salespeople start, they are assigned old leads from the CRM or given manifests downloaded from the factory portal of consumers who have received OEM offers. If the dealership does not get a steady flow of showroom traffic, it can be hard for a new salesperson to catch enough ups to get a chance to earn a decent living.

When a new salesperson begins to work a list of assigned prospects, getting someone on the phone or to engage with a text or email can be painful at best. New salespeople lose interest quick because they see very few results from their hard efforts.

What Hurts

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- There are few truly effective digital tools that help salespeople market themselves, the dealership they work for, or their inventory.
 - Sending out emails, repeatedly making phone calls, mailing postcards, and sharing inventory links on social pages often yields so few results that many salespeople just stop doing these things.
 - A lot of turnover in sales can be attributed to the lack of prospecting tools for salespeople new to the business.
 - Not all salespeople are completely knowledgeable about our used vehicle brands or the entire set of services offered by our dealership.
 - Stale email templates and redundant voice messages do not motivate car shoppers to engage with the dealership.



Turn The Pain Into Gain

How To Prospect With Digital Portfolios



One would think that sending a highly interactive digital portfolio containing photos, documents, videos, and reports via email, text, or URL would be technically difficult. After all, it is not always possible to attach a PDF file to an email going to a work address if the business has stringent network security controls in place. VelocityEngage has effectively resolved this technical challenge to give salespeople a powerful prospecting solution!

[Salespeople and BDC agents can send VelocityEngage digital portfolios from the CRM, via text or email, QR code, and share them across social channels.](#)

Salespeople are already sending emails from the CRM and sharing inventory links on their Facebook page, so the process requires no more effort on their part. Digital portfolio icons are also added to SRPs and VDPs for easy access by all your website shoppers.

Easy, Transparent Online Car Shopping

Powered by VelocityEngage

Look for the VelocityEngage icon on each preowned vehicle to see full vehicle records, including videos and documents.

- Reconditioning Records
- Window Sticker
- Inspection Report
- CARFAX

VELOCITYENGAGE

Digital portfolios are also branded to the dealership and the salesperson, so they contain all key contact information. Also, when a salesperson sends a digital portfolio to a consumer, the salesperson will receive a notification when the consumer opens it.

Salespeople should use digital portfolios to:

- Explain the process of buying a car from home
- Display Google & DealerRater reviews
- Show pictures of staff involved in the community
- Present the dealership's VIP or benefits package
- Introduce the service department and GM
- Outline health and safety measures to protect employees and customers
- Explain your service pick-up and delivery process
- Let shoppers know about their lease-end options
- Send pictures of your showroom or in-dealership café or bistro
- Provide information about insurance or extended warranty plans you offer



Pain Point #9: Few Deals From The Service Drive

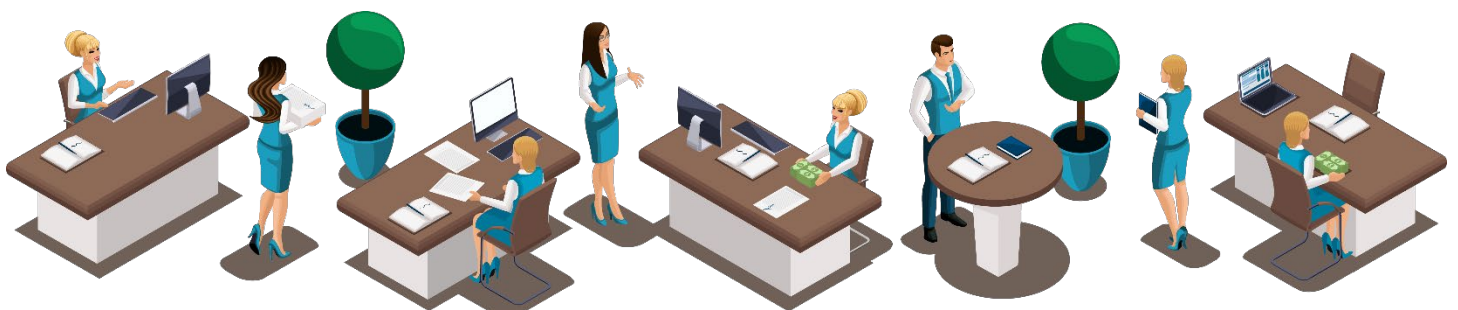
It is a lot easier and less expensive to sell a car to an existing service customer than to conquer a new customer. Consumers are constantly bombarded with upgrade communications – from the dealership, the factory, and competing brands. And when coming to the dealership or dropping a car off to be serviced, often the last thing a customer wants is to be approached by a pushy salesperson.

Even with the use of data and equity mining tools, few dealerships have a high-performing service upgrade program in place. For the most part, if a dealership can attribute 3 to 10 deals a month from their efforts at selling upgrades, they feel as though they have done a good job.

When it comes to converting more repair orders into car sales every month, dealers are falling short because the service department is a treasure trove of potential trades and customers.

What Hurts

- We have a couple salespeople that work the service lane, but we do not have a consistent process in place.
- While we do sell a few cars from service, we have never been able to attribute a significant percentage of monthly sales to service.
- We have a data mining tool to help sell from service, but often the data is not accurate so salespeople lose confidence and cannot stay motivated to use the tool.
- Different salespeople take different approaches when trying to engage service customers.
- We do not have a quality presentation solution that will immediately capture a customer's attention in the lane.



Turn The Pain Into Gain

How To Sell More Cars From Service



Every week, hundreds of customers come through your service department – most of them scheduled to arrive in advance. A quick glance at the ledger in your service scheduler reveals numerous opportunities for service-to-sales conversions each day. Even more, if you look at the number of ROs that have been started for the day – you can find additional opportunities from service customers who have arrived without a scheduled appointment.

As you look through the scheduled appointments and open ROs, notice the vehicle age and mileage. You should check the customer's sales history to see if their vehicle was purchased more than 2 years ago.

As you identify potential upgrade customers, go into the CRM and send each targeted customer a digital portfolio of a vehicle appropriate for an upgrade. We recommend that you include a video in your digital portfolios that outlines the benefits of upgrading to a newer vehicle.

[Digital portfolio content will help customers see many of the benefits of upgrading their vehicle - such as better fuel efficiency, protection under the factory warranty, newer technology, and improved safety features.](#)

A quick review of service repair expenses on a customer's vehicle will help you to have a conversation about increasing repair expenses on aging and high-mileage vehicles.

For service waiters, VelocityEngage is a highly effective presentation tool – rich with videos, images, and documents that can be shared with customers in the waiting area. Simply handing your tablet to a customer and allowing them to explore ebrochures, video walkarounds, current incentives, and financial tools – is a great way to begin a conversation, while enabling waiters to touch and visualize a newer car experience. You could also text the portfolio so the customer can explore content on their own mobile device.

A successful vehicle upgrade program requires salespeople that know how to approach service customers without being pushy – and to have consultative conversations.

VelocityEngage digital portfolios contain content that engages service customers – while they are on their phone in the service area or at home waiting for repair work to be complete.

Using digital portfolios It is far more effective at building a relationship that triggers a future sale than the over-used “we need your car” offer.



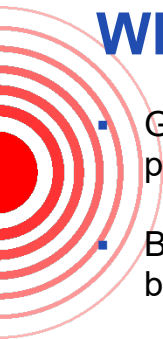
Pain Point #10: What's Going On With Vehicles In Recon?

We have already discussed the pain and anguish associated with trying to connect with leads. If that is not difficult enough – try getting information on a unit in recon once you finally get a customer on the phone. Or, what about the customer that just shows up at the dealership wanting to see a vehicle they saw on your website and no one knows where the vehicle is – except that “it’s in recon”? This scenario is an immediate gross killer.

More importantly, it is crucial that dealers maximize the number of selling days on each unit that comes into stock so that it sells as quickly as possible. Every day that a unit sits in recon, the dealership incurs more recon expenses and the vehicle depreciates – it is a constant battle against the clock. Dealers need tools to effectively manage the recon process and to get units Retail-Ready in 2-5 days max.

As inventory shortages abound, salespeople and BDC agents need accurate real-time information on all units in recon– so they can immediately offer these units up for consideration and answer customers’ questions.

What Hurts

- 
- Getting the status of a unit in recon is time-consuming and requires a salesperson or lot porter roaming the lot trying to get information.
 - By the time we get the information we need on a recon unit, trying to get the customer back on the phone is time-consuming and does not always happen.
 - Cars sit “on the back lot” waiting for recon to be complete for days and sometimes weeks.
 - It is nearly impossible to get inspection results or information about what repairs a vehicle needs.



Turn The Pain Into Gain

How To Start Selling Units On Day #1



When a customer calls into the dealership or sends a chat with a question about a vehicle that just came into inventory, who can answer the customer’s questions? Your response should be, “any salesperson or BDC agent.” Unfortunately, this is rarely the case.

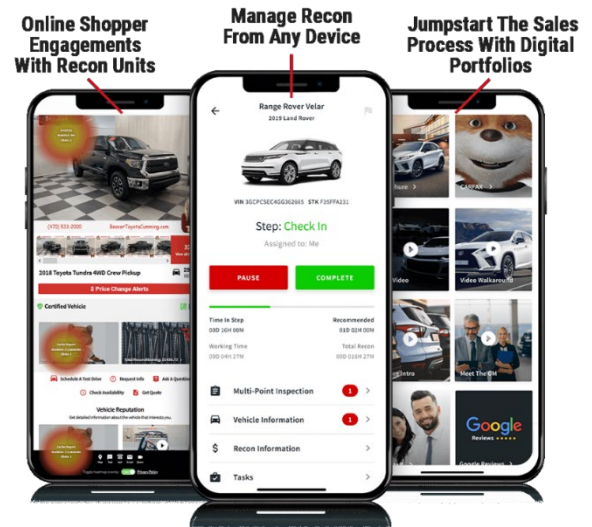
When someone shows up to the dealership wanting information about a vehicle they saw on your website and no one has a clue about where the vehicle is and what repairs need to be made to get it ready for resale – you lose credibility and, most of the time, a car deal.

It is hard for customers to believe that a dealership can “lose a car” – but it happens multiple times throughout the day at most dealerships across the country.


VelocityEngage embodies a powerful recon workflow management solution – ReconVelocity – which enables BDC agents and salespeople to locate a vehicle anywhere in the recon process at any time. Additionally, digital portfolios are auto-generated on units in recon no different than other vehicles in inventory. This means that salespeople and BDC agents can proactively send and share digital portfolios on units that have not even made it through the recon process. The benefits are enormous!

- Start selling on day #1 of acquisition
- Get shoppers engaged right away
- Set up appointments in advance – the day recon is scheduled to be complete
- Minimize recon expenses
- Control vehicle depreciation
- See all units in each step of the recon process
- Manage recon from any device

Look at the reporting below... this unit has been in inventory for less than 3 days. Already, 10 shoppers have engaged with its digital portfolio – with 31 total engagements with VDP media. 10 digital portfolios were sent or shared with a 210% open rate!



VelocityEngage and ReconVelocity represent the marriage of digital retailing and reconditioning.

| <input type="checkbox"/>  | 2019 Mercedes-Benz S-Class | | <table border="1"> <thead> <tr> <th>Recon</th> <th>Inventory</th> <th>Engage</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>SHOPPERS</td> <td>SENT</td> <td>OPENS</td> <td>OPEN RATE</td> <td>ENGAGEMENTS</td> </tr> <tr> <td>10</td> <td>10</td> <td>21</td> <td>210%</td> <td>31</td> </tr> </tbody> </table> | | | Recon | Inventory | Engage | | | SHOPPERS | SENT | OPENS | OPEN RATE | ENGAGEMENTS | 10 | 10 | 21 | 210% | 31 |
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| | Recon | Inventory | Engage | | | | | | | | | | | | | | | | | |
| SHOPPERS | SENT | OPENS | OPEN RATE | ENGAGEMENTS | | | | | | | | | | | | | | | | |
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Wrap Up & Thanks!



As much as I would have liked to, I did not promise you any magic potion. To the contrary, each of the pain reliefs I outlined require you to implement process and perform work – but you will see results!

VelocityEngage is the most powerful digital presentation and sales solution I have ever seen in this business. These incredibly engaging digital portfolios work for you automatically from your website. And one of the greatest benefits of all is that salespeople and BDC agents LOVE to send and share them because it does not require any more work than what they are already doing.

I wish VelocityEngage would have been around when I was in the trenches – it would have made my job so much easier!

Thank you for spending your valuable time with me – I hope it was worth it!

If you are ready to crank up your internet sales performance to the umpteenth level, call VelocityEngage at (850) 613-0737 or email info@velocityautomotivesolutions.com.

We are a team of experienced automotive professionals on a mission to help dealers sell cars faster and hold more gross.

Visit www.VelocityAutomotiveSolutions.com for more information.

Request Demo: www.VelocityAutomotiveSolutions.com/online-demo-request

