

1) Review what the Customer sent in First.

The Source, where the customer submitted the information from, Domain of the email address, is it a work email, Street address if included and the distance from the dealership if provided. What type/kind of vehicle.

2) Make Direct Contact create a relationship.

- a. When making phone calls for the first time to a new customer, if there is no answer, DO NOT leave a voicemail. Hang up and call back again, immediately!
Then if no answer, leave a voicemail.

Sample Voicemail Script with Enthusiasm! – Hi my name is Thomas with Grainger Honda and I see you requested information on a vehicle. I have some information information for you and being we did not connect; ***I will try you again later today.*** My direct phone number is 229-251-2462, again my direct number is 229-251-2462 and I look forward to speaking with you soon.

Make 3 phone call attempts the same day (morning, afternoon, evening) until connected.

3) Send 2 text messages, 1 with pictures and a second asking for an appointment (select one of the text templates)

4) Send a personalized email

Make sure the email differentiates you and the dealership from the competition. Include multiple vehicles, Why Buy Here) and offer a test drive or informational visit.

5) Remember when customers submit BAD or No phone number. Ask yourself 'Why?'
Use the Bad or No Phone Outcome when completing the first **Phone Call or Text** Task. This removes the **Phone Call or Text** and will send 2 automated emails asking for a phone number. After the second email the task will return to **Phone Call or Text**. Then follow the above protocol.

The focus should be three goals:

1- set a firm appointment

Record all activity and communication (Video, email, phone calls, etc) in your CRM!

2- Set the stage for the demo drive,

3- Assume there is a trade

(in order to get the most possible money, we need to see your trade ASAP) and

4 -Always schedule next action and leave notes.

6) Show Genuine Interest

- a. Internet leads are PEOPLE, Virtual UP's. Take them seriously 100% of the time and wait on them with the same intensity as with walk-ins and phone UP's
 - b. Answer specific questions with specific answers!
 - c. Provide links in every email directing the customer back to your website (New Vehicle Search, Pre-Owned Search, etc)
 - d. Take every lead seriously
 - i. Bad emails and wrong phone numbers do not mean the lead is not legitimate
 - ii. Just because the customer does not reply to your emails and phone messages, does not mean it is a bad lead
 - iii. Take the time to cross check all data from CRM and online search. Sometimes the customer will have mistyped the email address and/or phone number.
- iv. Follow-up until they buy, die or Opt-Out regardless of whether or not they respond !***

7) Provide a Price Quote (Every customer expects a price quote)

- a. Always offer **alternatives** when providing a price quote.
Offering alternatives gets the customers attention and human curiosity causes them to reply or call back more often.
 - i. Look at the price quote with alternatives, similar New and Used Vehicles.
It is designed to get the attention of the customer and drive traffic into your store
 - ii. 86% of the time (NADA survey), the customer buys something different from what was originally requested online
 - iii. Create a sense of urgency or reason to act now when quoting prices and offer next steps (set the stage for the phone call)
 1. "You may qualify for additional rebates and incentives which we will review in person or during our initial phone conversation".
(Setting the stage for the call)

8) Confirm Vehicle Availability

- a. Use the word AVAILABLE
 - i. Stating the vehicle is available does not necessarily mean it is physically on your property
 - ii. Never tell the customer that you do not have it or that it has been sold!
 - iii. Tell the customer what you **CAN** do, not what you cannot do; the customer does not care what we cannot do.

9) Make Multiple Contacts

- a. 50% of all leads may take as long as 6 months before they will buy.