

Sales Training



Digital Selling

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They're checking you out

By now you know that your customers are checking you out on the sly as much as possible. They aren't limited to Sunday afternoon drive-bys anymore. Your dealership is open 24/7 on the internet. Your customers are checking out your dealership's own website to see what they say about themselves. They also have access to review sites and previous customers for reviews about the experience there at your dealership.

The reasons for all the prep work are as varied as their personalities. Suffice it to say, that buying and/or servicing a vehicle is more complex than acquiring a gallon of milk or filling the tank with gasoline. There's complexity and more than that, there is expense.

Shoppers know that it is your job to separate them from their money and they prepare themselves to feel as ambivalent as possible about that. Nobody wants to be taken advantage of, and that is frankly, what they expect from you.

So they put in some time and try to keep some space between themselves and you for as long as possible.

In Are You Ready to Sell we showed you how little trust the public has in you. That's our reality. We've spent time working on making ourselves genuine and orienting ourselves to service so that we build trust and confidence in our buyers. For the digital part of the journey, your sincerity and service are still vital. It's just a different set of skills than when your customer is standing with you face-to-face.

So let's work on how to be digitally professional. There are some skills to hone and adopt so you are fully rounded and successful.

Activity

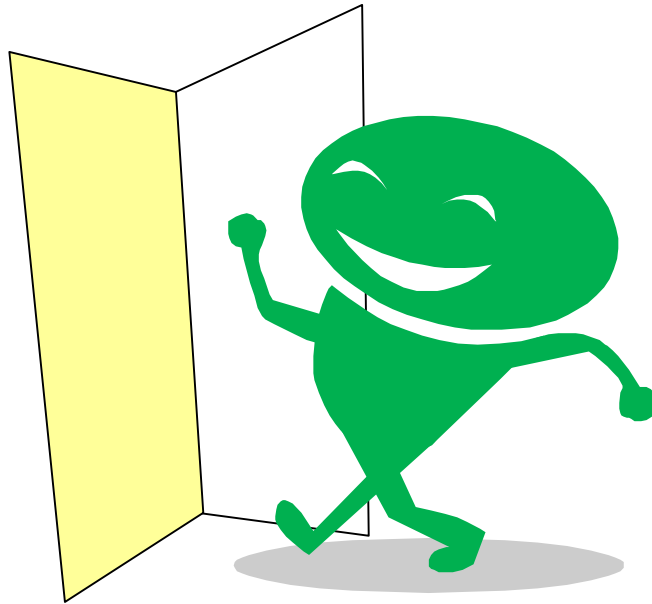
Take a look at yourself digitally and compare shopping you to other shopping and researching on the internet.

- Go to your dealership website and submit a lead.
 - What was difficult about that?
 - What was irritating about that?
 - What was fun about that?

- Go to www.zappos.com and shop for a pair of shoes or boots.
 - What was difficult about that?
 - What was irritating about that?
 - What was fun about that?

- Name your favorite online retailer.

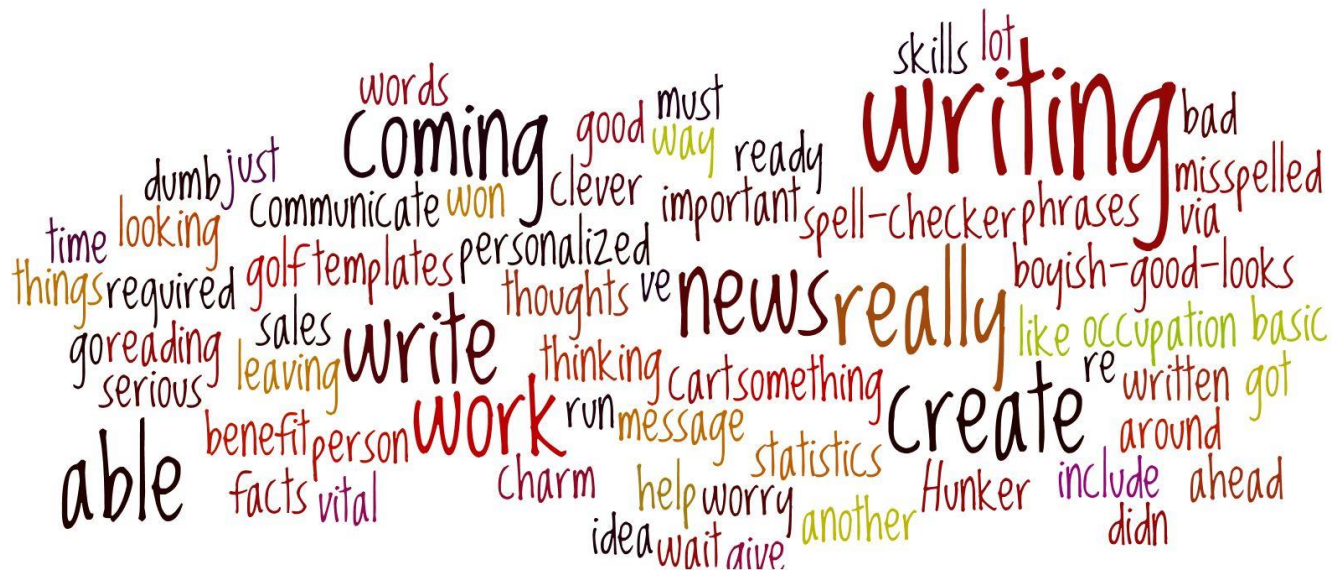
- What can you harvest or adopt from this experience to make you a better sales person?



Goal: to get them in the building

Let's be clear about our goals when conversing with customers digitally. Much of what you do is answering specific questions, but you should also always be building a layer of credibility for future interactions. Sometimes you communicate with customers just to remind them that you are still around. But the goal is always the same: to get that person's feet in your building.

You will not ever sell anything in an email or text message...except for yourself. You've got to always be clear though that what you are doing is engaging that person and trying to get them to talk back to you. Once they talk back, you start working on getting them to come see you in person.



You have to be able to write

If you're in sales because you didn't like the reading or the writing that was required of some other occupation, I've got some bad news for you. You must be able to write. In our digital world, you have to communicate your thoughts to another person via a written message. So give up on the idea that you will just wait around the lot on the golf cart and charm them with your boyish-good-looks. Hunker down, serious up, and work on your writing skills.

The good news is that you can create some basic templates to work from to help you out as you go. And you really really should create your own personalized phrases that you can use over and over again.

The benefit of thinking about and writing things out ahead of time is that you can include important facts and you can run your spell-checker. That way when you are ready to use them, you won't have to worry about coming up with something clever, leaving out vital statistics, or coming off looking dumb by misspelled words.

Activity

Here are some typical customer questions. Fill in an engaging response that will keep the conversation going.

CUSTOMER QUESTION	YOUR RESPONSE
How late are you open today?	
What is the price on the XYZ?	
What's the difference between the LS and the LT?	
How much can I tow behind an XYZ?	
How do I know if I qualify for that low interest rate?	

Activity Examples

Here are some examples of how you could respond.

CUSTOMER QUESTION	YOUR RESPONSE
How late are you open today?	<i>I will be here until 8:00. Would you like to come in for a test drive at 6:45, or would tomorrow morning be better for you?</i>
What is the price on the XYZ?	<i>Our internet price is \$XXXXX. That doesn't include any additional discounts that you may be eligible for like AAA, military, etc. When would be the best time for you to come down and find out what all applies for you? 2:00 today or 10:00 tomorrow?</i>
What's the difference between the LS and the LT?	<i>The LT has more features. It has heated and ventilated front seats and a navigation system. The feel is very different between the two; the best way to tell is to drive them one after the other. Would you be able to come by this afternoon?</i>
How much can I tow behind an XYZ?	<i>It's rated for up to 1200 lbs., but there are always contingencies like how far and terrain. Are you using it daily for work, or is it for vacation?</i>
How do I know if I qualify for that low interest rate?	<i>Click here www.homemotorsfi.com to start the process and know ahead how you rate. It really saves a lot of time too. I'd be happy to phone you back as soon as the process is complete to give you the good news. What is the best number to reach you?</i>

Things to Avoid in your Responses

- **Not answering their question:** this destroys your credibility and makes the customer wonder what you are trying to hide.
- **Not asking a follow-up question:** this is the way to get a response therefore continuing the conversation. Make sure you ask open or choice questions versus closed questions that can be answered yes or no or even not at all.
- **Asking why they want to know:** this puts them on the defensive and will shut down the conversation immediately.

Keep it up even when they are silent

A mistake many sales people make is assuming that silence is “no”. If there is one rule about internet shoppers, it's that they don't follow any rules.

- They might be ready to write a check and drive away a new vehicle today.
- They might be researching for something they want to buy after they get an expected raise.
- They might be shopping for their kid.
- They might have their kid start the shopping.
- They might be shopping for their mom.
- They might be killing time.
- They might be using you just to confirm they really want something else.

You always have to be engaging this customer this time with all sincerity and enthusiasm. It is your job to respond. And it is your job to gather information. It may take an hour, or a day, or a month, some deals have closed after months of one-sided emailing. So always be on your good game and keep the game going.

Create Your Own Templates

Think of 3 typical questions that you have received either by email or phone. Then write out an engaging response that you can start using as a template today.

QUESTION	MY RESPONSE



Check out: **Email Template Examples**
and
Lead Response Strategy
(Appendix)



You should be using a smartphone too

Your customers are moving on. They are not the same old “tire-kickers” you cut your teeth on. They are using smartphones and you better be too. What is a smartphone? It’s a cellular telephone with built-in applications and Internet access; like text messaging, e-mail, Web browsing, camera, and MP3 player. In addition to their built-in functions, smartphones run myriad free and paid applications, turning the once single-minded cellphone into a mobile personal computer.

Check out the stats from early 2013 on just who we're talking about:

- There are approximately 310 million people in the United States.
- Of these people, approximately 250 million are over the age of 14.
- About 235 million Americans use mobile devices
- This creates a "total addressable market" for *smartphones* of about 225 million people in the U.S.
- 114 million Americans used smartphones in July, 2012
- There are at least 165 million active Android and Apple iOS devices in the U.S. and they are used by 78% of the adult population (age 15-64).
- Two-thirds of handsets sold in Q2 2012 were smartphones and the market is now 55% penetrated
- The vast majority of the primary smartphone market, U.S. adults between 18-54, already have smartphones. The demographics of those who don't yet have smartphones, meanwhile, are older Americans and those who make less than \$50,000 per year.

Conclusion: people with money to spend on a new vehicle have a smartphone.

Source: <http://www.businessinsider.com/us-smartphone-market-2012-9#ixzz2WUAMkWsU>

Activity

Do these two activities to practice using email and using your smartphone.

1. Send an email with a photo in it: use one of your templates from page 12 to create a response email. Include a photo of your dealership, or a vehicle on your lot, or a picture of yourself in the email. (You may send this to your sales manager or a colleague. Practice first on your work associates, not on your customers.)
2. Go to your dealer's website – is it a mobile website, or just a shrunk version of the original (have to tweak it up and down to read...). What do you think your customers are doing when they find your dealership on their smartphone? What might they find irritating? What would they find valuable?



Why aren't you texting?

Earlier, we worked on email templates and things you should be saying and writing to connect with your customers. Just so you know, email is not the only written communication that your customers should get from you. As we've already noted, 55% of the population are using smartphones, so when you can text information, you are at an advantage of actually being heard (seen) even above an email.

There isn't a parent of a teen who won't tell you that the only way they can get their kids' attention is via text messaging. It's not just a kid thing though. It's become the preferred method of connecting.

Make sure that you are verifying cellphone numbers when you speak with customers, **and** whether texting is preferable or acceptable. You must get permission. But don't forget or avoid this avenue, you do so at your own peril.

Here is a list of businesses that commonly send text messages to confirm appointments, provide updates, or respond to questions:

- Hairdresser
- Dentist
- Drive-thru hamburger joint
- Steak house restaurant
- Google Cloud platform
- Verizon, Sprint, AT&T, etc.
- Bank
- Mailchimp
- TV station (severe weather)

So you're not breaking ground here. This may be a new thing for you, but it is how people are living their lives now. It's incumbent upon you to think of how you can incorporate this, invited of course, into your customer's worlds.

Activity:

Do these two activities to practice using your smartphone's text function:

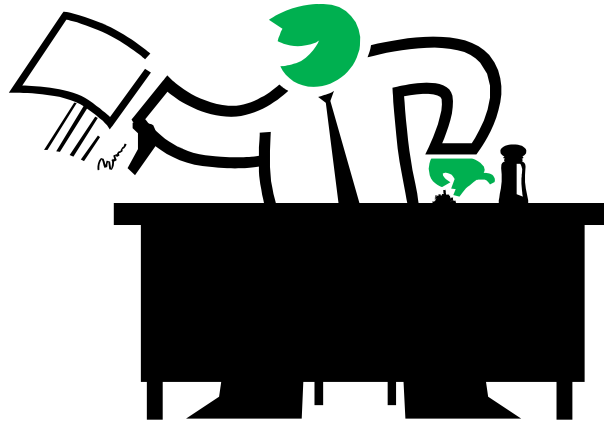
1. Send a text with a photo in it

2. Write out 3 text messages you can start using to continue a conversation with a customer:

○

○

○



Instead of sitting out front waiting for Ups

One of the worst sites for a customer is driving onto a dealership lot and seeing a crowd of sales people huddled together waiting for customers. We feel like victims, like cattle at the fair. Don't do that. Instead of waiting for a customer to find you, make sure your customers remember you. What's more, your dealership's records of people who have bought from a consultant who is no longer there, should be people that you are tapping on the shoulder. Now that you are committed to being digital, to engaging customers where they are, to writing and not avoiding putting things in writing, you have a whole book of business to contact via email and/or phone.

This is something that you should do with your dealership management's knowledge and support. Orphaned customers need to be contacted, but you should not step onto a larger corporate strategy of contact that might be going on. So make sure that you have permission and specific customers that you are allowed to contact.

Here are some ideas for ways to reach out to “orphans”:

- Anniversary card timed to the date they purchased the last vehicle(s)
- Introducing yourself to them, you'll be their contact person
- Thank you note for past business

*The greatest stock
market you can invest in
is yourself.*

Byron Katie

Brand YOU

Have you realized that what you're doing here is branding yourself? Adding and upping your skills helps out your dealership. But first it helps you out. It builds your brand, it builds Brand YOU. The importance of that is the utmost because your success depends on you. Your book of loyal customers are loyal to the relationship that they have with you. And your commitment to being your best doesn't depend on any employer or even any customer.

What are some other ways that your Brand can be enlarged? Well why not create a business Facebook page? You can create a free Facebook page that is just your business stuff (not your personal page.) You can post stories about saving money on buying a car, or getting better gas mileage, or racing news, etc. You can post pictures of local sporting or community events. You can post pictures of your happy customers when they get the keys to their next vehicle.

Just be sure to keep this page all business, all about your customers, what they find valuable and interesting. It can be a great way to stay in touch with your customers and keep them in your pocket long after they drive away with their first new car. And an easy way for your happy customers to refer friends to you.

Think of how you can be more available and easier to do business with. Sometimes it is simply meeting people where they are and showing them that you are more like them than you are different.

Activity:

Do these two activities to improve brand YOU:

1. Download an app and learn how to use it so you could teach someone else its benefits. Here are a few examples you could try:
 - OnStar RemoteLink
 - Yelp
 - Google +
 - Sound Hound
 - Voxer
 - Facebook

2. Start using apps to communicate with customers and improve the communication you have with them. Here are a few examples you could try:
 - Pic Collage
 - Eyejot
 - Vine
 - DbtCam
 - CamScanner
 - QR Reader
 - EverNote

Personalized Quick Action Plan

Digital Selling

Select your personal priorities from this summary of skills and activities of a Digital Sales Consultant.

✓	Skill/Activity	Page #
	Digital Presence	4
	Able to Write	8
	Using a Smartphone	16
	Instead of waiting for Ups	22
	Brand YOU	24

Name

Date

APPENDIX

EMAIL TEMPLATE EXAMPLES

1. Subject: Message:	<p>Replacing or Adding? Dear John,</p> <p>Are you replacing a vehicle or adding to your garage? The reason I am asking is to let you know about special offers this month only.</p> <p>If you are replacing a vehicle, we have special Loyalty discounts if you own a GM vehicle.</p> <p>If you are adding to your personal fleet, we have...</p>
2. Subject: Message:	<p>Just for Silverados Dear Staci,</p> <p>Did you know that GM is giving \$5000 rebates for every Silverado purchaser this month? Give me a call and let's talk about what that can mean for you!</p>
3. Subject: Message:	<p>You're gonna love driving the Equinox</p> <p>Dear John,</p> <p>Since you requested a quote on the Equinox, I know you are thinking about getting into one of the hottest vehicles we've got on the lot. You won't believe what a great ride you get. I have the keys to your Equinox today. Could I bring the vehicle to your workplace over lunch or break time for you to test drive?</p> <p>Give me a call and let's find a time I can bring it by for you to drive!</p>
4. Subject: Message:	<p>What else are you looking at? Dear Staci,</p> <p>I haven't heard from you since you requested a quote on the Malibu last week/month. I'm wondering if there are other vehicles that you are looking at. Just so you know, I have had several shoppers realize what a great ride the Sonic has once they sat behind the wheel.</p> <p>Why not take it out for a spin?</p> <p>By the way, we have several trim packages and new or pre-owned Malibu's on our lot. Give me a call and let's talk about when you can come by to try them out!</p>

EMAIL TEMPLATE EXAMPLES

5. Subject: Message:	<p>You are looking at a great SUV Dear John,</p> <p>GM made a great video showing everything that's special about the Traverse. Take a look at this: http://www.youtube.com/watch?v=4Np4FCF1Hhs&list=PL36EBBEDF8DAD41DE&index=4</p> <p>Give me a call and let's find a time for you to come by and test drive it for yourself!</p>
6. Subject: Message:	<p>Here's another one Dear Staci,</p> <p>We just got a pre-owned Impala in and I thought of you. This one is a few thousand dollars less than the new one you were looking at, but it's in great shape and still has warranty.</p> <p>Give me a call and let's find a time for you to test drive it for yourself!</p>
7. Subject: Message:	<p>Bring this email with you Dear John,</p> <p>Thanks for contacting us about a new Silverado. Just want to remind you that we make special offers for internet shoppers only. Bring this email with you and we will lop off \$500 from the price.</p> <p>Give me a call and let's find a time for you to test drive that Silverado!</p>

EMAIL TEMPLATE EXAMPLES

8. Subject: Message:	<p>You've got taste Dear Staci,</p> <p>Thanks for contacting us about a new Equinox. You've got great taste in vehicles. It not only looks beautiful going down the road, but Motortrend wrote glowingly about its performance and affordability. Take a look at this article: http://www.motortrend.com/roadtests/suvs/1207_2013_chevy_equinox_ltz_v6_first_drive/</p> <p>Give me a call and let's find a time for you to come by and test drive it for yourself!</p>
9. Subject: Message:	<p>Welcome back Dear John,</p> <p>Welcome back to Hometown Motors. We are so honored that you're visiting our website to shop for your next vehicle. Just as you recall, we really depend on loyal customers and count you as our friend.</p> <p>As a thank you to you for staying with us, we will add your choice of one of the following accessories to your new vehicle if you purchase before month end:</p> <ul style="list-style-type: none"> • Touch-up paint • Waterless car wash mitt • Sheepskin seat belt cover • Steering wheel cover <p>Give me a call and let's find a time for you to come by for a test drive!</p>

Fun accessories you will discount or as free add-on are a great way to help them start imagining themselves owning the vehicle. (bed liner, bed organizers and tool boxes, hats & shirts, phone charging cords, cup holders/koozies, trash receptacle, touch-up paint, tire shine, waterless car wash mitts, headlight glass rejuvenator, heavy duty windshield wipers, bug/tar remover, pet water carrier, sheepskin seat belt covers, steering wheel covers, tailgating supplies, etc.)

EMAIL TEMPLATE EXAMPLES

10. Subject: Message:	<p>Complimentary Floor Mats</p> <p>Dear Staci,</p> <p>We are offering free All-Weather Floor Mats on all new trucks & SUVs purchased this month.</p> <p>Give me a call and let's find a time for you to come by to test drive your next truck or SUV!</p>
11. Subject: Message:	<p>You've got taste</p> <p>Dear John,</p> <p>You probably already know this, but I wanted to just remind you that every single GM vehicle now comes standard with OnStar. It's one of the most important features on a vehicle these days for safety and peace of mind. You are really shopping in the right place right now because we're offering a free 3-month upgrade to your OnStar to include Directions & Connections if you purchase your new vehicle this month.</p> <p>Here's a video to remind you of everything you get from OnStar:</p> <p>http://www.youtube.com/user/OnStar</p> <p>Give me a call and let's find a time for you to come by for a test drive!</p>
12. Subject: Message:	<p>You've got taste</p> <p>Dear Staci,</p> <p>You are looking at a great car. The Spark is one of our most exciting new vehicles. One thing that most people don't know is all the standard features that come on the Spark. One of them is my favorite: XM radio. You get hundreds of radio stations with no worries about bad reception and all free of charge for 6 months.</p> <p>Give me a call and let's find a time for you to come by to test drive your new Spark!</p>