



GUIDE

INCREASE YOUR DEALERSHIP'S
CUSTOMER CLOSE RATE

WITH

RAPID RESPONSE

TECHNOLOGY AND STRATEGIES





WHY IMPLEMENT A PROSPECT **RAPID RESPONSE STRATEGY?**

The dealer-consumer relationship generally starts as an online lead. A simple point of contact, initiated by the consumer, which tells the dealer they are interested in receiving relevant information about specific vehicles on your website. This is your first opportunity to set your dealership apart, gain the consumer's trust, respect, and start building a relationship.

Unfortunately, according to Rollick research, only 57% of dealers followed up after initial contact by the consumer. This means a whopping 43% of dealers are not following up when they receive a new online lead.

But let's assume that you are diligent in your responses to potential customers. What if we told you that **you can increase your customer contact rate by 30% by responding to inbound leads within minutes**? Leveraging some simple communication approaches and technology, such as texting, calling, and price quoting, you can gain a competitive advantage over other dealers selling in your local market.

Every minute you wait to respond to a lead results in a reduction to your close ratio.

“Almost half of all dealers are not following up when they receive a new online lead.”

- 2019 Lapsed Buyer Study

Customers that were contacted within 15 minutes of lead submission vs. 24 hours resulted in a +30% contact rate. Appointments that were scheduled within 15 minutes vs. 24 hours of lead submission resulted in +98% appointment rate.

One of the most effective ways to achieve continued engagement is to have a dedicated contact management process to ensure all leads are contacted within a timely manner, via the appropriate communication channels.

If you are using a sales team, or a fully staffed business development center, it's paramount to have knowledgeable and dedicated personnel who are actively reaching out to all customers to build a relationship, earn trust, and schedule a no-obligation appointment in your showroom.

RESPONSE BEST PRACTICES

RESPOND TO LEADS **WITHIN MINUTES**

Our data indicates that Rollick's highest performing dealers are responding in minutes when the lead is still engaged online with their website. You want to grab their attention before life grabs them. If you do not get a hold of them initially, continue calling, texting and emailing daily until you reach them.

BUILD A RELATIONSHIP WITH YOUR CUSTOMERS

The key to closing more sales is to follow a consistent sales process. In all methods of communication including phone, email, text, or the price quote, begin by building a relationship with your customers as if you were greeting them on your showroom floor. Customers like to buy from people they know and trust.



CALL, TEXT AND EMAIL **RESPONSE RECOMMENDATIONS**

Below are script suggestions you can use to help build a relationship with your customers from a **Digital Storefront perspective**.

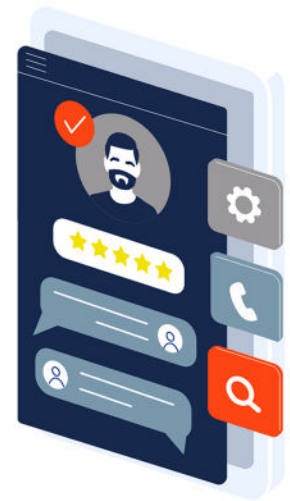
STEP 1: CALLING

CALL SCRIPT

"Hi (Customer Name) this is (Your Name) with the (Dealership Name). I am reaching out on the (Year/Make/Model) you inquired about. It's nice to meet you. To ensure you have the best shopping experience, let me know how you will be using the (Boat or Vehicle) and how I can help you find the best one that fits your lifestyle."

IF THE CALL GOES TO VOICEMAIL

"Hi (Customer Name), this is (Your Name) with (Dealership Name). I wanted to follow-up on your interest in the (Make/Model/Year). This is a great (Boat or Vehicle); we currently have one in stock and would love to have you come in and check it out. In the meantime, I will send you a text {or email...notice their preferred method of contact} with a video or image of the (Boat or Vehicle) along with your price quote. Please call or text me at (888)888-8888. I'd like to answer any questions you may have and work out a good time for me to walk you through the (Boat or Vehicle) in-person, either online or in our sanitized showroom. Thanks, I look forward to talking with you!"



STEP 2: TEXTING

TEXTING COMMUNICATION SCRIPT

"Hi (Customer Name)! This is (Your Name) with (Dealership). Here is the (Make/Model/Year) we have in stock. This is a great (Boat or Vehicle)! I want to make sure you find what you are looking for. Any questions? Let me know how I can help!" (Attach a photo/video of the boat or vehicle in your text message).



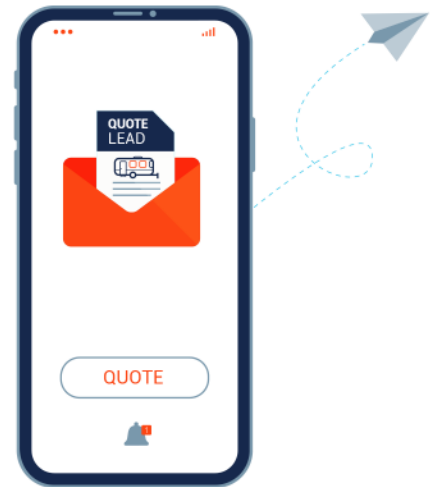


CALL, TEXT AND EMAIL **RESPONSE RECOMMENDATIONS**

STEP 3: EMAIL PRICE QUOTE

DELIVER AN UP-FRONT TRANSPARENT PRICE

The majority of consumers do not want to negotiate and haggle over the price. Simplify the purchasing process by engaging with consumers with a transparent buying process including all fees and incentives.



STEP 4: FOLLOW-UP

DEVELOP A FOLLOW-UP STRATEGY

With the buy times ranging from today to 198-days, give your sales team the edge to follow-up with the customers who are going to close today. Make sure you have a strategy to follow-up with a nurture campaign. Track every customer engaging with your dealership including how long they have been on your website and what inventory they are looking at.

PROVIDE COMPELLING AND ENGAGING CONTENT

Give your customers regular and frequent content through Emails, Facebook, Instagram, YouTube, Twitter or other social media channels to keep them engaged with your dealership.

