A Follow-Up Process to Increase Vehicle Sales to Unsold Internet Leads
Tips, Scripts and Templates for following up with unsold and otherwise cold Sales Leads

With
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Jennifer Suzuki founded eDealer Solutions, Inc. in 2002. Jennifer focuses on improving dealership salespeople's phone skills, email compositions, as well as daily operating processes. Jennifer's career encompasses the gamut of the auto industry; selling vehicles, training and installing DMS systems, retailing internet leads, managing an internet sales division comprised of 28 dealerships, as well as conducting sales training seminars and dealer coaching. Her collective 17 years of experience in the dealerships will deliver successful processes, ideas and examples as well as direction for the 21st century dealership.
Follow Ups That Increase Vehicle Sales

Objectives:

Today you will identify 3 types of follow ups to incorporate into your sales approach for walk-ins, internet leads and phone opportunities that either did not show up for an appointment, or showed but did not buy. You will view examples of all three so you can increase your be-backs, appointments and sales.
Description:

Salespeople, BDC Representatives, and Managers will learn how to build and develop emails, phone calls, and voicemails without being invasive or too aggressive.

After completing today's course, you will be able to achieve this in a way that prospects feel comfortable maintaining contact with you so you can continue conversations and increase your be-backs.
Lead Sources:

- Walk-ins
- Phone ups
- Internet leads
- Referrals
- Repeat
- Service customers
- Lease retention
Today's
Goals

- Game plan for increasing your appointment no-shows into rescheduled appointments
- Covert prospects who you met in person, but did not buy, back into be-back appointments
5 Steps: Appointment No Show Process

1. **15 minutes** - Phone call: home, work, cell AND text message
2. Voicemail
3. Send Email
4. Schedule another phone call for 1-3 hours
5. Schedule follow up phone call for: Tomorrow, Day 3, 5 and 7 + (follow e-DS follow up guidelines)
Step One:

15 minutes - Phone call: home, work, cell AND text message

- Know where you stand
- Customer service driven
- Respect and value their time
- Increase obligation to reschedule and show on time
Step Two:

2. **Voicemail** (if applicable)

- Remind prospect of your name
- Let prospect know you’re prepared for their visit
- Goal is to get a call back and a rescheduled meeting
- Avoid coming across as abrasive or disgruntled
Step Three:
3. Send Email

- Professional
- Puts your name back in front of the prospect
- Increase odds of quick response
- Encourage phone conversation
Step Four:

4. Schedule another phone call for 1-3 hours

- Expand your chances of a rescheduled appointment
- Be sure the 2nd call occurs
- Have a Manager, Floor Partner call, or BDC call
- Get them to dealership
Step Five:

5. Schedule follow up phone call for: Tomorrow, Day 3, 5 and 7 + (follow e-DS follow up guidelines)

- If no contact made, try again tomorrow
- Continue making follow ups
- Need to confirm this is a buyer
- Reschedule appointment
- Follow up is a role in customer service
Phone Call Guide

● Increase your chances of a rescheduled appointment
● Sound like a professional
● Achieve your goal
Phone Call Guide

Introduction

- Invite the prospect to want to speak with you
- Be respectful of privacy

Examples:

“Hi, is this <Prospect Name>?“ OR just “<Prospect Name>?“
Or an alternative is to ask, “Hi, is <Prospect Name> in?”
Or “Hello, may I speak with <Prospect Name>?“
Phone Call Guide
Identify who you are

- State your name and dealership name
- Internet lead - use affiliate title
Examples:

“Hi <Prospect Name>, this is <Your name> at <Dealership name>, we spoke <yesterday or on date of phone call when you set appointment>.

An alternative is, “Hi <Prospect Name>, this is <Your name> and I am the Authorized <Lead Source.com> Representative located at <Dealership name>.”
Phone Call Guide
Make a statement & Ask a question

● Statement that showcases customer service
● Question to engage

Example:
“I have you confirmed today for a <Appointment Time> appointment with me. Are you running behind schedule?”
Tips:

- Keep the door open to continue assisting this prospect
- Avoid coming across as upset or resentful
Phone Call Guide
Explain what you did to prepare and proactively reschedule

- Prove you are pleasant,
- Here to provide a helping hand
- Offer logical reasoning
- Get this person in the door and asking for you!
“Thats OK, I do understand. I did get a vehicle ready to show you, I cleaned it, gassed it up and have it out front now. Let’s reschedule for later today”

-offer two times
-remind of what you will do to prepare
-promise email appointment confirmation
-follow eds appointment setting guidelines
Tips

Be sure you ask for the appointment and even if you get push back or given a vague appointment timeframe, be sure you keep narrowing a date and time.
When your prospect agrees to the appointment be sure to follow eds appointment setting guidelines
If your prospect does not agree to an appointment right away, that’s OK but just don’t stop here.
Example:

“OK, I will put the <Model> back in inventory for now but will make sure I get it ready again to show you. I want to make sure I accommodate you so I’m looking at my schedule now, can we reschedule for later this week on (2 or 3 days from now)?”

-offer two dates and two times
-promise email appointment confirmation
-follow eds appointment setting guidelines
Hi <Prospect Name>?

This is <Your Name>, at <Dealership Name>

I have you confirmed today for a <Appointment Time> appointment with me. Are you running behind schedule?

That's OK, I do understand. I did get a vehicle ready to show you, I cleaned it, gassed it up and have it out front now. Let's reschedule for later today. <Appointment Setting Guidelines>

Yes - great! Follow “10 steps to setting the appointment”
No - OK, I will put the <Model> back in inventory for now but will make sure I get it ready again to show you. I want to make sure I accommodate you so I’m looking at my schedule now, can we reschedule for later this week on (2 or 3 days from now)?”
Voicemail Example:

Hi <PROSPECT NAME>, this is <YOUR NAME>, <TITLE> here at <DEALERSHIP NAME>. I have you confirmed for a <TIME OF APPT.> appointment today. I hope everything is OK. I did prepare a <MAKE, MODEL> for you to drive and it is cleaned, gassed and ready to drive. Please call me back and let me know when your estimated time of arrival is. I will try to reach you again later today too. Thank you <PROSPECT NAME>. Again this is <YOUR NAME> and my number is <#> again that is <#>. Hope to see you soon!
Goal is to get a call back so you can converse and set an appointment
7 Voicemail Aspects:

1. Prospect name two times
2. Your name two times
3. Your phone number two times
7 Voicemail Aspects:

4. Reference appointment time

- Remind of commitment made
- Customer service tone

Example:

“I have you confirmed for a <TIME OF APPT.> appointment today.”
7 Voicemail Aspects:

5. Highlight actions you took for the appointment

6. Call attention to the time you took to prepare for this appointment

7. Encourage obligation for a call-back

8. Maintain the value in you and the next appointment time

Example:

“I did prepare a <MAKE, MODEL> for you to drive and it is cleaned, gassed and ready to drive.”
7 Voicemail Aspects:

6. Action statement

7. Your goal is clear

8. Request prospect to take action

9. Stimulate call back

Example:

“Please call me back and let me know when your estimated time of arrival is.”
7 Voicemail Aspects:

7. Your next step

- Avoid leaving it up to the prospect to call you back
- Let prospect know that you plan to call back
- Follow up
- Provide a great dealership experience
- Initiatiate trust
Email To A Prospect That Missed Appointment

- Most salespeople do not write this email
- Increase your odds of doing business
- Set yourself apart
- Brief and to the point
- Develop your own template
- Use your verbiage
- Goal is to prompt the prospect to pick up the phone and call you or email you
Email To A Prospect That Missed Appointment

- The reason for your email
- Get right to the point
- Use detail

Example:

“Hi <Prospect Name>,

Today at <Appt. Time>, you had an appointment with me to see and drive the <Make Model> here at <Dealership Name>.”
Email To A Prospect That Missed Appointment

2. Refer to actions you took after missed appointment time

- Alert prospect this was important
- Want prospect to recognize that you waited
- Make aware of actions you took to prepare
Examples:

“I called you shortly after the appointment time to make sure everything was OK.”

OR

“I prepared the vehicle and have it ready to show you. It’s up front like I promised.”
Email To A Prospect That Missed Appointment

3. Welcome them back to reschedule

4. Give another opportunity

5. Remind of importance of scheduled meeting

6. Include statement that offers forgiveness

Example:

“I realize sometimes things come up and wanted to reschedule our meeting.”
Email To A Prospect That Missed Appointment

4. Enforce your value

5. Stay in a professional and customer centered environment

6. Need prospects to see and buy your value

7. Gain respect and confidence

8. State your significance
Example:

“I put a lot of effort into each one of my appointments to make sure we are professionally prepared in advance, making your visit most efficient.”
Email To A Prospect That Missed Appointment

6. Ask for a response
7. Request call or email back
8. Serve up opportunity to set appointment
9. Ask prospect to provide appointment day and time

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Example:

“Would you please call or email me back and let me know all is well and a couple dates/times that will work for your next visit here?”
Hi <Prospect Name>,

Today at <Appt. Time>, you had an appointment with me to see and drive the <Make Model> here at <Dealership Name>. I called you shortly after the appointment time to make sure everything was OK. I realize sometimes things come up and wanted to reschedule our meeting. I put a lot of effort into each one of my appointments to make sure we are professionally prepared in advance, making your visit most efficient.

Would you please call or email me back and let me know all is well and a couple dates/times that will work for your next visit here?
5 Steps:
Appointment No Show Process

1. **15 minutes** - Phone call: home, work, cell AND text message
2. Voicemail
3. Send Email
4. Schedule another **phone call** for 1-3 hours
5. Schedule **follow up** phone call for: Tomorrow, Day 3, 5 and 7 + (follow e-DS follow up guidelines)
Hi <Prospect Name>, this is <Your Name>, <Title> here at <Dealership Name>. Earlier today, I left you a voicemail and said I would try to call you back which is the reason for my call. I have you confirmed for a <Time of Appt.> appointment today. I had to put the <Make, Model> back in inventory but I can prepare it again for you to drive. Please call me back and let’s reschedule your visit! Thank you <Prospect Name>. My number is <Your #> again that is <Your #>. Look forward to our visit soon!
Appointments That Show But Do Not Buy

Process

5 step process

1. Log detailed notes in prospect record

2. Manager calls prospect 45 minutes after departure

3. Email prospect a “thank you for visit”

4. Schedule a follow up phone call for next day

5. Follow up phone calls and emails: Day 3, 5, 7, 10, 14, 18, 24, 30 + (follow the e-DS non responder follow up guidelines)
Appointments That Show But Do Not Buy

Process
1. Log detailed notes in prospect record

Document CRM Notes About:

- The Prospect
- Vehicle(s) driven
- Hot buttons
- Deal breakers
- Equipment desired
- Stock #
- Price quoted
- Payments quoted, etc.
Appointments That Show But Do Not Buy

Process

2. Manager calls prospect 45 minutes after departure

3. Email prospect a “thank you for visit”
“Thank You For Visit” Email:

- Thank you plus obligation aspect
- Customized and personalized
- Sympathy
- Your next step
- Value based
- Pose a question
“Thank You For Visit”

Email:
- Thank you plus obligation aspect

- Polite, courteous and professional
- Remind prospect of the time everyone invested
- Create obligation
- Emphasis on importance of time
- Set a precedence about you and your character
Example:

“Hi <Prospect Name>!

“I wanted to thank you for coming into <Dealership Name> today and for taking 2 hours to spend with me.”

OR

“I wanted to thank you for coming into <Dealership Name> today and allowing me to show you multiple vehicle options and for test driving two different <Model’s> with me.”
“Thank You For Visit”

Email:

2. Customized and personalized

- Show effort in wanting to continue working with this prospect

Example:

“I understand you really like the <Make Model>, especially the fuel efficiency and the metallic silver! I documented for my records that you do not want the manual transmission and you must have the power premium package.”
“Thank You For Visit”

Email:

3. Sympathy

● Let prospect know it’s OK to take some time
● Avoid any sense of pressure

Example:

“I know you want to take some time and digest all of the information before making a final decision and that is understandable.”
“Thank You For Visit”

Email:

4. Your next step

● Don’t leave it up to the prospect to contact you back
● Alert prospect that they should call you back
● You will be calling back again
● Customer service approach and tone

Example:

“I will call you and check in with you tomorrow in case you have any further questions.”
“Thank You For Visit”
Email:
5. Value based

● Value in you and the car buying experience
● Set expectations
● Center in on importance of a scheduled meeting
● Save them time
● Create trust by promising and delivering
Example:

“On your next visit back, I want to offer you our "Express Service." I will make sure that I prepare this vehicle by washing it, gassing it up, and making sure it is pulled up front for you to look at and drive right away. On your next visit, I want to be prepared so you can save time and enjoy your vehicle experience here even more.”
“Thank You For Visit”
Email:
6. Pose a question

● Prompt the prospect to engage
● Make sure this lead stays alive
● Stay in contact
● Create the environment

Examples:

“Would you like me to send you a <Make Model> ebrochure to look at on your computer?”

“Can I email you some additional information on this vehicle?”
“Hi <Prospect Name>!

I wanted to thank you for coming into <Dealership Name> today and for taking 2 hours to spend with me. I understand you really like the <Make Model>, especially the fuel efficiency and the metallic silver! I documented for my records that you do not want the manual transmission and you must have the power premium package. I know you want to take some time and digest all of the information before making a final decision and that is understandable. I will call you and check in with you tomorrow in case you have any further questions.

On your next visit back, I want to offer you our "Express Service." I will make sure that I prepare this vehicle by washing it, gassing it up, and making sure it is pulled up front for you to look at and drive right away. On your next visit, I want to be prepared so you can save time and enjoy your vehicle experience here even more.

I really enjoyed meeting you and took many notes after you left and put them in your file. My goal is to make sure you always have a professional experience here at <Dealership Name>.

Would you like me to send you a <Make Model> ebrochure to look at on your computer?
What To Say On A Be-Back Phone Call
 Didn’t Buy/”Walked”

3 Key Points:

- Identify effective questions to ask
- Learn to present a value based presentation that benefits the prospect to return back to the dealership
- Setting the “be-back” appointment
Remember:

Your goal is to find out how to get this prospect back into the store and to buy a car.
Part 1 – Identify effective questions to ask

● Make phone contact within 24 hours
● Thank them for visit and ask questions
● Tip: Qualify and determine timeframe to purchase
Example:

- What were your thoughts after you left here yesterday? OR How was your experience here yesterday?
- What did you think about the car?
- Is this vehicle what you are looking for?
Example:

4. Are there any reasons why you wouldn’t buy this car?

- Did you decide to trade in your vehicle?
- Did you decide to go with the <feature, equipment, package, color, trim, etc.>?
Remember:
You must ask questions to determine where you stand, if the prospect has any hesitations, what needs to happen to put this deal together, and to confirm their wants and needs.
Part 2 - Learn to present a value based presentation that benefits the prospect to return back to the dealership

- Tip: Before setting appointment, sell value first
- Offer the “Express Service”
- Present services that will save them time at the dealership
Example:

- Getting a vehicle pulled out of inventory
- Running the car through the car wash
- Gassing it up
- Having car ready to show immediately
- Vehicle running - cooling off or warming up
- Schedule the trade appraiser
- Paperwork completed
- PDF a credit application
Part 3 - Setting the “be-back” appointment

- Refer to e-DS training manual: 10 Steps To Setting The Appointment
- Lock in specific day and time
- Tip: Remind prospect of your actions taken to prepare for appointment
Example:

- Offer 2 dates and 2 times
- Confirm email address
- Promise to email appointment confirmation
- Ask if it’s OK to text
- Text appointment confirmation
- Offer Google map directions
- Explain value of services

(Express Service)
- Remind you will have the car running
- Request they call/text you when they are on the way
- Upon arrival, meet them at their car
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Voicemail Aspects:

1. Prospect name two times
2. Your name two times
   ● Your phone number two times
   ● Sympathy
3. Customization and personalization
4. Action statement
5. Your next step
Example:

Hi, this is <Your Name>, we met yesterday here at <Dealership Name>. I understand you needed to go home and think about moving forward on the <Year, Make, Model>. I’m calling today because I want to be sure you have a great experience and of course choose to buy your car from me and as well. I enjoyed meeting you and your family and I made notes that you prefer <Equipment, Color preference, etc>.

When you get this message, please give me an update when you have a few minutes. I hope it’s OK to call you back if I don’t hear from you first. My direct line is <Your #>. Again, this is <Your Name>, and my number is <Your #>. Talk with you soon <name>!
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Action Step

Type up your game plan for your be-back follow up phone call:

• Ask questions with outcomes that determine where you stand
• Know if the prospect has any hesitations
• Identify what needs to happen to put this deal together
• Confirm their wants and needs
• Put bullet points together about the value you offer
• Ask for the appointment

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What Questions Do You Have?

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