

HANDRAISER

INTERNET SALES PROCESS

Stauning Solutions Group

14-Day Handraiser Internet Sales Process

When you're understaffed or managing more leads per person than the average dealer, running a shorter process with fewer agent or salesperson tasks makes sense for Handraiser and similar leads of questionable value. This process was written to make managing high lead counts more effective.

DEALERS SHOULD CHECK WITH THEIR OWN LEGAL COUNSEL BEFORE IMPLEMENTING ANY PART OF THIS PROCESS TO ENSURE THEY REMAIN COMPLIANT WITH ALL LAWS AND REGULATIONS, INCLUDING THE CAN SPAM ACT AND THE TCPA.

The Process

If contact with the prospect is made at any time in this process, stop the process by changing the prospect's status and/or assigned process in your CRM.

Day 1 – Lead arrives in CRM; Auto-Response Fires; Review lead completely

Day 1 – Phone Call

Day 1 – FIRST TEXT MESSAGE – Sent from the CRM, & TCPA compliant

Day 1 – MANUAL email – Manually send Day 1 email template

Day 2 – FINAL TEXT MESSAGE – Sent from the CRM, & TCPA compliant

Day 2 – AUTOMATED email

Day 3 – AUTOMATED email

Day 5 – AUTOMATED email

Day 7 – AUTOMATED email

Day 10 – AUTOMATED email

Day 14 – AUTOMATED email

After 14 days, to minimize the likelihood of being labeled a spammer, we recommend no broadcast communications be sent to this group – just mark the prospects “Lost” in your CRM. Feel free, of course, to send these non-contacted prospects a highly targeted message if it aligns closely with their original inquiry.

DAY 1 –AUTO-RESPONSE (GENERIC)

(Note: This auto-response is written to be used for all lead types at all hours of the day.)

SUBJECT: Confirmation from <DEALER NAME>

Hi <PROSPECT NAME>,

Thank you for contacting <DEALER NAME>. This is an automated response to let you know we've received your information request.

We will attempt to contact you shortly (if you've reached us during working hours); or, if you'd prefer, you may call us at your convenience at <DEALER NUMBER>.

If you've inquired about a vehicle, one of our appointment coordinators will be calling to schedule your no-hassle Priority Test Drive. By scheduling this in advance, we'll have your vehicle cleaned, gassed, and parked right out front so you may begin your test drive within minutes of arriving on our lot.

We look forward to assisting you.

Best wishes,

<SIGNATURE BLOCK>

DAY 1 – VOICEMAIL

Hi, this message is for (prospect) and I am calling about (his/her) request about the (vehicle) online. My name is (salesperson), with (dealership) and I have the (pricing/availability/rebates) information on the (vehicle) for you; and I will just need a couple of minutes to share it with you.

Would you please call me back today at (number)? Once again that is (number). And don't worry (prospect), I'll call you later if you don't have an opportunity to call back. Thank you and talk to you soon.

DAY 1 – FIRST TEXT MESSAGE

(Note: Dealers should defer to their own legal counsel for advice regarding texting to prospects who've yet to expressly opt-in. Additionally, dealers should only allow texting from their CRM tool within the guidelines provided by that vendor.)

TEXT:

Hi [CUSTOMER FIRST NAME]! How are you? My name is [SALESPERSON FIRST NAME] and I'm reaching out on behalf of [DEALER NAME]. I see you're on the hunt for a [VEHICLE MAKE] [VEHICLE MODEL], is that correct?

DAY 1 – FIRST (and only) PERSONALIZED EMAIL

(Note: This email must be manually edited & proofed before sending.)

SUBJECT: Information on your <YEAR> <MAKE> <MODEL> from <DEALER NAME>

Hi <FIRST NAME>,

I'm excited to help you schedule a quick Priority Test Drive with us on the <MODEL> you inquired about. As you can imagine, we've had quite a bit of interest in that vehicle.

(Answer customer questions here.)

If you're ready to schedule your Priority Test Drive, please call me today at <SALESPERSON NUMBER> and I promise to get you in and out in no time. If you'd prefer, I'm happy to communicate via email or text. To text me directly just <INSERT TEXTING OPT-IN INSTRUCTIONS AND NUMBER HERE>.

Please let me know how I can help.

Have a great day!

<SIGNATURE BLOCK>

DAY 2 – FINAL TEXT MESSAGE

(Note: Dealers should defer to their own legal counsel for advice on texting to prospects who've yet to expressly opt-in. Additionally, dealers should only allow texting from their CRM tool within the guidelines provided by that vendor.)

TEXT:

Hi [CUSTOMER FIRST NAME], it's [SALESPERSON FIRST NAME] here at [DEALER NAME]. I was reaching out to set up your VIP test drive in a [VEHICLE MODEL]. How does your schedule look today?

DAY 2 – SCHEDULE TEST DRIVE

(Note: This email and all future emails in this process will be sent automatically if you have not changed the status and/or process for your prospect. If your CRM sends automated emails in the morning, then leave this as it's written. However, if your CRM sends automated emails based on the time of the original lead, then you'll want to change "today" to "tomorrow" and perhaps change the time from 1:45 PM to something in the morning.

IMPORTANT: If you are closed on Sundays and your CRM still sends auto-emails on days you are closed, change this to a MANUAL EMAIL.)

SUBJECT: Test Drive Scheduled for the <YEAR> <MODEL>

Hi <FIRST NAME>,

My apologies that I haven't been able to reach you in person, but I wanted to let you know we've scheduled a Priority Test Drive for you in the <YEAR> <MODEL>.

I've reserved today at 1:45 PM for you to come in and inspect the <MODEL> you asked about. If this is not convenient for you, please call me as soon as possible at <SALESPERSON NUMBER> so that we can block out something that works better for you. If you'd prefer to communicate via text, just <INSERT TEXTING OPT-IN INSTRUCTIONS AND NUMBER HERE>.

By scheduling a Priority Test Drive in advance, we'll be sure to have your <MODEL> parked out front and reserved for you, so that you can be on your test drive within minutes of your arrival. Our customers love this because it really gives them a true no-hassle way to shop for cars.

Best wishes,

<SIGNATURE BLOCK>

DAY 3 – AUTOMATED EMAIL

SUBJECT: Quick Question

Hi <FIRST NAME>,

I've tried to reach you over the last few days with no luck. Is there a particular reason we haven't connected yet?

My only goal is to help you find the perfect vehicle at a great price; though I do need a few minutes on the phone.

Please call me today at <SALESPERSON NUMBER>; or, please provide me with a time to reach you. If you'd prefer, I'm happy to communicate via email or text. To text me directly just <INSERT TEXTING OPT-IN INSTRUCTIONS AND NUMBER HERE>.

Best wishes,

<SIGNATURE BLOCK>

DAY 5 – SEMI-SHAME ATTEMPT

SUBJECT: My apologies, <FIRST NAME>

Dear <FIRST NAME>,

I'm sure you're busy, but I feel like I'm being a pest since I've sent several emails but haven't heard back from you. Can you let me know if you've given up on your search for the <MODEL>?

As I wrote before, my only goal is to help you find the perfect vehicle; and I'll keep trying to help you until we have a chance to speak. Please call today and let me know how I can help. My number is <SALESPERSON NUMBER>.

If you'd prefer, I'm happy to communicate via email or text. To text me directly just <INSERT TEXTING OPT-IN INSTRUCTIONS AND NUMBER HERE>.

Thanks and best wishes,

<SIGNATURE BLOCK>

DAY 7 – AUTOMATED EMAIL

SUBJECT: New Vehicle Choices

Hi <FIRST NAME>,

Over the past week, we've received several extremely competitively priced vehicles I think you'll be interested in seeing in-person.

Please call me today at <SALESPERSON NUMBER> and we can look at the inventory together. If you'd prefer, I'm happy to communicate via email or text. To text me directly just <INSERT TEXTING OPT-IN INSTRUCTIONS AND NUMBER HERE>.

I look forward to helping you!

<SIGNATURE BLOCK>

DAY 10 – QUICK QUESTION

SUBJECT: Quick Question

Hi <FIRST NAME>,

I've got a quick question about your request for the <YEAR> <MODEL>. Can you call me today at <SALESPERSON NUMBER>? I promise to be brief.

If you'd prefer, I'm happy to communicate via email or text. To text me directly just <INSERT TEXTING OPT-IN INSTRUCTIONS AND NUMBER HERE>.

Thanks,

<SIGNATURE BLOCK>

DAY 14 – HAVE YOU GIVEN UP?

SUBJECT: Your <MAKE> <MODEL>

Hi <FIRST NAME>,

My apologies; although I've tried to reach you to help with your search, we haven't been able to connect.

Have you given up in your vehicle search? Can you call me today to let me know either way at <SALESPERSON NUMBER>; or can you give me a better number or time to call you?

If you'd prefer, I'm happy to communicate via email or text. To text me directly just <INSERT TEXTING OPT-IN INSTRUCTIONS AND NUMBER HERE>.

Have a great day!

<SIGNATURE BLOCK>