

NO-PHONE

INTERNET SALES PROCESS

Stauning Solutions Group

21-Day No-Phone Internet Sales Process

The *No-Phone Internet Sales Process* is the process recommended for vehicle inquiries where the prospect has provided no working phone number.

Remember: This process has one goal; that is to drive a reconnection with a prospect who submitted a form lead. Stauning Solutions group client data proves that if you fail to reconnect in the first three days, you're extremely unlikely to sell this prospect a vehicle.

This process increases your chances of driving a reconnection, while reducing the amount of perceived spam a prospect will receive from you.

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 – FIRST MANUAL email – Manually send FIRST Day 1 email template (“Is This Correct”)

Day 1 – SECOND MANUAL email – Manually send SECOND Day 1 email template – include hand-typed answers to any questions asked from comments. This is a personalized note about what the customer did/wants/etc. in real terms to the customer.

Additionally, if the lead source is a brand name (like Autotrader, Kelley Blue Book, TrueCar, USAA, etc.) be sure to reference the source in this response.

Day 2 – THIRD MANUAL email

Day 3 – AUTOMATED email

Day 4 – AUTOMATED email

Day 5 – Sales Manager AUTOMATED email

Day 6 – AUTOMATED email

Day 7 – General Manager or Owner AUTOMATED email

Day 9 – AUTOMATED email

Day 11 – AUTOMATED email

Day 14 – AUTOMATED email

Day 17 – AUTOMATED email

Day 21 – AUTOMATED email

After 21 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 – IS THIS CORRECT?

(Note: This email is in the current process because it does a good job of starting a dialog – even if the prospect had a specific question or completed a “Get ePrice” form.)

SUBJECT: <FIRST NAME>, is this correct?

Hi <FIRST NAME>,

I appreciate the chance to assist you with your purchase – though I've learned it's better to be safe than sorry – so I always try to verify contact information first.

Is this a good email to send information to?

By the way, if you're looking to save time and avoid waiting around, I recommend you let me schedule a no-hassle Priority Test Drive for you. This way, we'll have your <YEAR> <MODEL> out front and ready to go when you arrive. If you're ready to schedule this now, please call me at <SALESPERSON NUMBER>.

If you'd prefer to communicate via text, just let me know which number works best.

Thank you!

<SIGNATURE BLOCK>

DAY 1 – SECOND MANUAL EMAIL

(Note: This email is only used if you have not yet made a reconnection. It must be manually edited & proofed before sending. Remember to include hand-typed answers to any questions asked from comments. This is a personalized note about what the customer did/wants/etc. in real terms to the customer. Additionally, if the lead source is a brand name – like Autotrader, Kelley Blue Book, TrueCar, USAA, etc. – be sure to reference the source in this response.)

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

Hi <FIRST NAME>,

I wanted to follow up with you again to ensure you have everything you need to schedule a quick Priority Test Drive with us on the <MODEL> you inquired about on <SOURCE>.

If you're ready to schedule this, 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. If you'd prefer to communicate via text, just let me know which number works best.

Please let me know how I can help.

Have a great day!

<SIGNATURE BLOCK>

DAY 2 – SCHEDULE TEST DRIVE

(Note: This is a manual email. Be sure to send it out early enough in the day as it indicates there is a test drive scheduled for 1:45 p.m.)

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 let me know which number works best.

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 – NOT ABLE TO REACH YOU

(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.)

SUBJECT: Quick Question

Hi <PROSPECT NAME>,

My apologies: although I've tried to reach you over the last few days, I haven't been able to because I don't have a valid phone number for you.

I have some news about the <YEAR> <MODEL> you asked about. Can you call me today at <SALESPERSON NUMBER>; or can you give me a number and time to call you?

Best wishes,

<SIGNATURE BLOCK>

DAY 4 – 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>?

Also, if there's anything I've done to offend you, please let me know and I will hand your folder over to another coordinator who can help. I definitely don't want to be the reason you don't buy from us.

Please call today and let me know either way. My number is <SALESPERSON NUMBER>.

Thanks and best wishes,

<SIGNATURE BLOCK>

DAY 5 – SALES MANAGER EMAIL

(Note: This email will lose its effectiveness if it is sent from the salesperson's email address and signed by a manager. Your CRM must be capable of sending this automatically from the manager's email address or it should be replaced in the process. Additionally, you will need to add the sales manager's phone number to the body of this email if it does not automatically appear in the manager's signature line.)

SUBJECT: <DEALER NAME> <MANAGER TITLE>

Dear <FIRST NAME>,

I'm not sure why my team has been unable to reach you; though rest assured we will keep trying.

Is there a particular reason we haven't connected yet?

If you're still looking for information on the <YEAR> <MODEL>, I wanted to offer you my personal assistance. As one of the sales managers at <DEALER NAME>, I can answer your questions and make any decisions that need to be made.

Please call me or <SALESPERSON NAME> (your Appointment Coordinator) today to reschedule your Priority Test Drive; or please provide us with a time to reach you.

Looking forward to helping you in your vehicle search.

Sincerely,

<SIGNATURE BLOCK>

DAY 6 – FINANCE INFORMATION

(Note: Be sure to update this email with the correct credit application link – by changing "[this link](#)" – when you load it into the process.)

SUBJECT: Are You Planning to Finance Your <MODEL>?

Hi <PROSPECT NAME>,

Were you planning to finance the <YEAR> <MAKE> <MODEL> you asked about? If so, let me save you some time by helping you complete the credit application before you arrive. Just follow [this link](#) to access our secure online credit application.

Once you finish the app – or if you have any questions while completing it – just call me at <SALESPERSON NUMBER> and we'll work together on the next steps.

Thank you in advance for your courteous response – I look forward to assisting you!

Best wishes,

<SIGNATURE BLOCK>

DAY 7 – GENERAL MANAGER OR OWNER – HOW COULD WE HAVE DONE BETTER?

SUBJECT: I think we dropped the ball at <DEALER NAME>

Hi <PROSPECT NAME>,

I'm <MANAGER NAME>, the <MANAGER TITLE> at <DEALER NAME>, and I wanted to make sure my team got you everything you needed to make a sound decision on the <YEAR> <MODEL> you were interested in.

Is there a specific reason my team has not been able to connect with you? If we've written anything to offend you – or to make you not want to buy from us – please let me know, as I am committed to ensuring every customer is always treated with the utmost respect and kindness.

Please do me the courtesy of calling me on my direct line today at <MANAGER PHONE NUMBER> to let me know how we can serve you better.

I would really appreciate it.

Best wishes,

<SIGNATURE BLOCK>

DAY 9 – NO PHONE

SUBJECT: Please Call

Hi <PROSPECT NAME>,

I've been trying to reach you, but without a valid phone number, I'm pretty sure I won't be able to give you all the help you need in your search for a <YEAR> <MAKE> <MODEL>.

I've found that one phone call can save us from sending 6-10 emails. Could you call me today at <SALESPERSON PHONE> so that we can finalize your request for information?

If you'd prefer to communicate via text, just let me know which number works best.

Thanks and have a great day,

<SIGNATURE BLOCK>

DAY 11 – SECOND SHAME ATTEMPT

SUBJECT: I'm Still at <DEALER NAME>

My apologies <PROSPECT NAME>, you contacted us for information on a <YEAR> <MAKE> <MODEL> a couple of weeks ago, and I've failed to get back in touch with you.

I assume you really did have an interest, and since I know I can offer you the best deal and the most professional service available, I just want to be sure my messages have been getting through the spam filters.

Your satisfaction is my only goal. Please call me today at <SALESPERSON PHONE> to let me know how I can help and where you are in your vehicle search; or if you'd prefer to communicate via text, just let me know which number works best.

Best wishes,

<SIGNATURE BLOCK>

DAY 14 – AM I IN YOUR SPAM FOLDER?

SUBJECT: <SALESPERSON NAME> has a message for you

Hi <PROSPECT NAME>,

I've been trying to reach you, and I think my emails must be ending up in your spam folder.

I'm sorry you haven't been able to schedule a priority test drive with me; though rest assured I will keep trying.

Please call me today at <SALESPERSON PHONE> to let me know you're receiving my emails, and where you are in your search. I may have some creative ways that make it easy and inexpensive to own your next vehicle. If you'd prefer to communicate via text, just let me know which number works best.

Best wishes,

<SIGNATURE BLOCK>

DAY 17 – IS FINANCING AN ISSUE?

SUBJECT: <DEALER NAME> Can Help with Financing

Hi <PROSPECT NAME>,

I was looking at the request you sent a few weeks ago, and it dawned on me that we never discussed financing. I'm not sure if you were planning to get a loan for your next vehicle, but I thought you should know that we work with over <NUMBER> banks and credit unions; and can get just about anyone financed at competitive rates.

I think the next step for you is to call me today at <SALESPERSON PHONE> so we can look at all of your financing options together. If you'd prefer to communicate via text, just let me know which number works best.

I look forward to helping you.

Best wishes,

<SIGNATURE BLOCK>

DAY 21 – WE WANT YOUR TRADE

SUBJECT: Do you have a trade-in <DEALER NAME> can buy?

Hi <PROSPECT NAME>,

Our Used Car Manager asked me to reach out to you and a few others who contacted us about buying a vehicle recently. While we have a couple of nice deals going on right now, I'm really emailing to see if you have a vehicle you'd like to sell to us.

In a nutshell, we don't like to buy cars from the auction when we can buy them directly from consumers like you. If you could, please call me today at <SALESPERSON PHONE> to allow me to give you a quote on your trade. We're pretty desperate for good used cars; so, for clean vehicles, we're paying above book value.

Please let me know either way.

All the best,

<SIGNATURE BLOCK>