

TRADITIONAL

INTERNET SALES PROCESS

Stauning Solutions Group

21-Day Traditional Internet Sales Process

The *Traditional Internet Sales Process* is the basic process recommended for most vehicle inquiries where the prospect has provided a working phone number. For credit application leads, trade-in leads, and leads with no phone numbers (or bad phone numbers), please refer to the respective process written for each of these.

Because this process includes text message templates, ***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.***

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.

The argument made that “we've sold cars to people 180 days after they submitted a lead” is irrelevant, as nearly all those customers reengaged with the dealership 180 or so days later via another lead (or a call or a walk-in unrelated to the barrage of emails you sent); and those who didn't, labeled you as a spammer months ago.

Additionally:

- Emails sent after the first ten days are rarely opened by previously non-responsive prospects, and those that are opened must provide extremely compelling reasons to drive a reconnection to have any impact on prospects.
- Stauning Solutions Group client data shows phone call attempts to non-responsive prospects after the first few days provide no meaningful return on effort.
- Sending emails after the first three weeks greatly increases a dealer's chance of being labeled a spammer (without generating enough necessary reconnections to offset this risk).
- Virtually no dealership employees successfully comply with the aggressive call schedules in longer processes.

- Sending a price email on vehicles where you are already priced-to-market online does not show an increase in connection rates or close rates.

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(s) – the first call should be made as soon as you've read and understood the customer's needs (with a goal of 5 minutes and a maximum acceptable time of 15 minutes). If the lead arrives early enough in the day, at least one additional phone call (utilizing DIFFERENT voice mail messages) should be made. Successful dealers will make up to 3 calls in the first day, when possible

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

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, etc.) be sure to reference the source in this response.

Day 2 – Phone Calls – At least two attempts on Day 2

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

Day 2 – MANUAL email

Day 3 – Phone Calls – At least one attempt on Day 3

Day 3 – MANUAL TEXT – Sent from the CRM, & TCPA compliant

Day 4 – AUTOMATED email

Day 6 – AUTOMATED email

Day 9 – AUTOMATED email

Day 12 – AUTOMATED email

Day 16 – AUTOMATED email

Day 21 – AUTOMATED email

After 21 days, Non-Responsive Prospects can be moved to an “Active Broadcast” status, meaning they will receive no more than one email each month with a sales call-to-action including specials and special offers.

However, 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 #1

(Note: If the lead arrives early in the day, you should plan on calling up to three times on Day 1. Remember, however, this process asks for 6 phone attempts in the first 3 days – and no more. This means you should schedule the remaining 5 calls appropriately over the first 3 days based on the time the original lead arrives on Day 1.)

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 – VOICEMAIL #2

Hello again (prospect), this is (salesperson) calling back from (dealership). I'm excited to help you schedule a no-hassle priority test drive on the (vehicle) asked about. Can you please call me back today at (number) to schedule this? Once again that's (number). And, don't worry (prospect) if you don't reach me, as I will definitely try you again. Thanks, and talk to you soon.

DAY 1 – VOICEMAIL #3

Hi, it's (salesperson) from (dealership) and I'm trying to reach (prospect), but I think I must have the wrong number. I'm calling about the information (prospect) requested about the (vehicle), but none of my emails or voicemails seem to be getting to (him/her). I just wanted to be sure I have the correct number and email address; and I certainly don't want to keep bothering you if this is not (prospect's) number. Could you please let me know if I have the correct information? I would really appreciate it. My number is (number). Once again, it's (number).
Thanks, and have a great day.

DAY 1 – TEXT MESSAGE – MANUAL TEXT

(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 – 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: [CUSTOMER FIRST NAME], is this correct?

Hi [CUSTOMER 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 [VEHICLE YMM] out front and ready to go when you arrive. If you're ready to schedule this now, please call me today at [SALESPERSON PHONE].

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

Thank you!

[SALESPERSON SIGNATURE]

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.

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 like 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 – VOICEMAIL – OPTION 1

(Note: Based on the number of voicemails you left yesterday the number of Day 2 voicemails you leave could change. This process asks for 6 phone attempts in the first 3 days – and no more. This means after your first voicemail on Day 1, you should have scheduled the remaining 5 calls appropriately over the first 3 days. For most leads, this means two calls – with voicemails – on Day 2.)

Good morning (prospect), this is (salesperson) from (dealership) and I'm excited to help you schedule a no-hassle priority test drive for the (vehicle) you asked about.

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 2 – VOICEMAIL – OPTION 2

Good morning (prospect), this is (salesperson) from (dealership) and I have some additional information about the (vehicle) I wanted to share with you.

Would you please call me back 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. Thanks and talk to you soon.

DAY 2 – VOICEMAIL – OPTION 3 (NEW CARS)

Hi (prospect), this is (salesperson) from (dealership) and I wanted to touch base with you on the (vehicle) you asked about. I wanted to know when we could schedule a priority test drive for you. I think you're going to absolutely love the all new (vehicle)!

With a priority test drive, we'll have the (vehicle) parked out front for you, so that you can get in and out on your test drive in just a few minutes.

Would you do me the courtesy of a return call today at (number)? Once again that is (number). And don't worry (prospect), I'll keep trying you if you don't have an opportunity to phone me. Thank you and talk to you soon.

DAY 2 – VOICEMAIL – OPTION 3 (USED CARS)

Hi (prospect), this is (salesperson) from (dealership) and I wanted to touch base with you on the (vehicle) you asked about. I wanted to know when we could schedule a priority test drive for you. This is a really nice (vehicle) that you should see and drive.

With a priority test drive, we'll have the (vehicle) parked out front for you, so that you can get in and out on your test drive in just a few minutes.

Would you do me the courtesy of a return call today at (number)? Once again that is (number). And don't worry (prospect), I'll keep trying you if you don't have an opportunity to phone me. Thank you and talk to you soon.

DAY 2 – TEXT MESSAGE – MANUAL TEXT

(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 on the [VEHICLE MODEL]. How does your schedule look today?

DAY 2 – SCHEDULE TEST DRIVE

(Note: This is the last manual email in the process. Be sure to send this email in the morning or change the time of the scheduled text drive appointment to something more appropriate.)

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 <VEHICLE YMM> 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 – VOICEMAIL – OPTION 1

(Note: Based on the number of voicemails you've left over the first 2 days, the number of Day 3 voicemails you leave could change. This process asks for 6 phone attempts in the first 3 days – and no more. This means after your first voicemail on Day 1, you should have scheduled the remaining 5 calls appropriately over the first 3 days. For most leads, this means one call – with a voicemail – on Day 3. Finally, there is no need to highlight your persistence on the 6th and final call – given that you won't be calling again.)

Hi, it's (salesperson) from (dealership) and I'm trying to reach (prospect). Can you let me know if you've given up in your search for a (vehicle)?

Please call me back today at (number). Once again that's (number).

And don't worry (prospect) if you can't reach me right away, I will call you back.

DAY 3 – VOICEMAIL – OPTION 2 (NEW CARS)

Hello again (prospect), this is (salesperson) calling back from (dealership). I wanted to let you know that the current factory incentives on the (vehicle) expire soon. We're not sure what (OEM) is going to do after that, as the inventories appear to be coming down.

Anyway (prospect), please call me back today so that we can schedule a quick test drive on the (vehicle) and then look at how these incentives might make a difference. My number is (number). Once again that's (number).

Thanks, and have a great day!

DAY 3 – VOICEMAIL – OPTION 2 (USED CARS)

Hello again (prospect), this is (salesperson) calling back from (dealership). I wanted to let you know that we recently got some great trade-ins that you might be interested in.

Anyway (prospect), please call me back so that we can schedule a no hassle, priority test drive for you and look at these new arrivals and the (vehicle) you originally asked about. My number is (number). Once again that's (number).

Thanks, and talk to you soon.

DAY 3 – VOICEMAIL – OPTION 3

Hi (prospect), this is (salesperson) checking back from (dealership) to see if you have some time to go over your request for information on the (vehicle).

I'm sure you're busy, but I feel like I'm being a pest since I've left several messages but haven't heard back from you. 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 and let me know either way, okay (prospect)? My number is (number). Once again that's (number).

Thanks and talk to you soon.

DAY 3 – TEXT MESSAGE – MANUAL TEXT

(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]! I want to have the [VEHICLE MODEL] washed, gassed, and pulled up upon your arrival. What time today should I have the [VEHICLE MODEL] ready?

DAY 4 – SHAME ATTEMPT EMAIL

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 left a few messages and 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 6 – 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 have the ability to 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 9 – 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.

Thanks,

<SIGNATURE BLOCK>

DAY 12 – 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 - just let me know what number works best.

Have a great day!

<SIGNATURE BLOCK>

DAY 16 – TRYING TO GET IN TOUCH

SUBJECT: <SALESPERSON NAME> from <DEALER NAME>

Hi <FIRST NAME>,

I am trying to get in touch with you about the information you requested, though I haven't heard back yet, and I'm worried you're not getting my messages.

Would you please let me know if you receive this email? If you prefer, we can text or call as well. 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 21 – SHAME ATTEMPT #2 – I GIVE UP

SUBJECT: I give up, <FIRST NAME>

Hi <FIRST NAME>,

I realized today that I've been calling and emailing you for three weeks and have never heard back. I'm ready to give up; but I really, really want to help you buy your next vehicle.

Can you at least tell me this: What could I have done differently?

I appreciate your honest feedback.

Best wishes,

<SIGNATURE BLOCK>