



CASE STUDY #2

Internet Leads Prospecting

The Project:

Call 584 Internet leads received by the dealership between December, 2009 and March, 2010. Extend a personal invitation from the dealership's Sales Manager to visit the dealership, discuss a new vehicle and get a free gift for coming in. Send an email to the sales manager immediately when the customer makes an appointment to come in or requests a sales call from a dealer sales representative.

The Script:

"Hello! I am calling on behalf of <Dealership Name>. <Manager Name>, our Sales Manager, received your Internet inquiry about a vehicle and has some extraordinary deals going on right now. And, when you visit, he'll fill up your tires with Nitrogen for free.

"We can set an appointment now to visit the dealership – when is a good time for you?"

The Cost: \$1,564 (584 internet lead records x \$2.25 plus \$250 setup)

The Results:

- 14 Appointments Set to come in and discuss new vehicle ($\$1,564 / 14 = \111.71 each)
- 4 Requests for Sales Rep to call customer to discuss details
- 18 Hot Prospects ($\$1,564 / 18 = \86.88 each)

Sample Comments:

- Customer wants a 4 wheel drive diesel in blue tech.
- <Model> is the car he is inquiring about. Also wants to see if he is able to finance vehicle.
- Looking now for a car.
- Interested in a 2003-2004 <model>, Would like to get an email first if you have it in stock before he drives to Dealership. Email address is xxx@hotmail.com. He intends to pay in cash.
- Mr. Smith wants to lease a <model> for 15,000 miles, in blue with running boards, lighting package, and entertainment. Please e-mail him at xxx@hotmail.com first, so he knows he can see it before he comes to the dealership.
- Mr. Jones would like to visit tomorrow before 3:00 in the afternoon.
- Customer wants a certified pre-owned <model> between the years of 2006 and 2008.
- Customer is looking for something small that doesn't use a lot of gas. No particular models in mind. Customer is interested in anything newer than 2000.
- Have someone call me first before I come out if it goes to voice mail I will call back ASAP
- Customer is interested in a new sedan; wife is interested in an SUV.