



# DEALERSHIP

W E E K L Y   I N F O R M A T I O N   N E T W O R K

## April 23, 2020 Notes

### The PPP Loan

- Don't chase the forgiveness. Preserve it and be prudent in dollars, and forgiveness can be your cushion.
- Rather than immediately hiring back, consider WHO should come back first. Many dealerships are bringing employees back on an as-needed basis.
- Consider having employees do leads remotely to handle online leads at this time. This will reduce number of employees within the store and will still keep your team viable.
- Rotate employees in and out of departments (especially service) at this time so they can get a full understanding of all departments.
- Many people are hiring employees back based on who can perform job duties/tasks at this time. If you are unsure, pump employees into the pickup/delivery sector to increase bodies for these "new" services.
- For your invaluable employees, show loyalty and appreciation to them. Transparency is key for these employees. Focus on how you can continue building trust and loyalty to get them back on your team as quickly as possible.
- Some dealerships are considering implementing Retention Programs based on performance to help employees "stick around."

### Advertising Your Fixed Ops Department

- Right now, advertising for your Fixed Ops Department is crucial. For some, that is the only means of operation at this time.
- Work to re-message your advertising to showcase that: We're Open, We're Offering Pick Up and Delivery Services, We Are Taking Extreme Sanitation Measurements.

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- Consider advertising through Facebook or Instagram ads instead of email. Every retailer is sending emails right now. You can utilize your DMS customers and target them on Facebook/Instagram for a fraction of the cost.
- This is a great opportunity to get recalls done. In addition, it can become an easy upsell opportunity when their car is already getting worked on. Now, more than ever, customers have the TIME to get their recalls fixed, as cars are just sitting in driveways.

## **New Dialogue for Your Sales Team**

- In the past, BDC's have focused on selling the appointment... not the car. With all of these online leads coming in from digital retailing tools, you need to be vigilant in training teams on **how** to handle online leads.
- Pitches for online sales requires a change in dialogue. Instead of focusing on selling the appointment, BDC's need to focus on selling the cars. You can do this by walking through WHY the customer was interested in a certain vehicle online – was it aesthetics, brand, monthly payment, etc? Offer to walk them through the vehicle with an online virtual appointment. Provide them comparisons of other inventory that matches the same criteria. Ease any worries or concerns that they have and make them feel GOOD.
- Online customers come to your virtual showrooms to source information. Be that source of information and relay what you can via phone, text and email, instead of requiring a customer to come into the store to obtain these details.
- Train your teams to understand online leads! While BDC's are used to handling lower funnel leads "ex: Get E Price", there are multiple different types of leads that come in from digital retailing tools.
- Consider breaking out your leads into Cold, Warm and Hot leads. Who on your team handles the hot leads? And how? If they are just warm leads, implement a strategy that builds a relationship with them, and then they can move further along the funnel.
- Many Sales members lack the ability to work deals online. Train them to be better on the phone, better at email, better at following up. Communication skills are key right now!
- Empower your sales team to actually GIVE answers on the calls and follow ups. And do this in a timely manner, as customers inquiring are serious shoppers at this time.

## **Transitioning post social distancing**

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- Now is the time to engage with your customers on social to define what makes them feel comfortable and begin implementing those measures! TALK with your clients and your community to understand how you need to go about safety and operations during and post Covid-19.
- Expect to act like your showroom is closed well after your State allows you to open. Customers are going to be extremely hesitant.
- Consider if all of your sales team is necessary for future operations. The internet/BDC can become the most important department for the immediate future.
- Reach out and communicate to your furloughed employees. Remind them that you still value them and plan to get them back on your team. Be in communication with them so they can see loyalty, and are ready to come back once able to.