



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

May 7, 2020 Notes

Pause and take a look at your dealership as a whole. We now have the opportunity to flip the script and rewrite our business model.

On Brining Employees Back

- Start Zoom Meetings with your furloughed employees NOW. This allows you to stay in touch, open up conversation, and allows previous the chance to ask questions. By doing this, you are preparing your team to come back when you are ready.
- Invite your re-hired employees back for training and cover new procedures/policies to help them overcome their fear hurdles. Once your employees have gotten past their fears, they can better assure customers.

On Digital Retailing Tools

- With Covid-19, we are now seeing people can work from home digitally, and they are more productive. Consider ways that you can continue this digital route for the future.
- Many businesses are re-allocating budget to help cost for a Digital Retailing Solution, before hiring back another employee.
- OEM's are heavily pushing Digital Retailing tools!
- If you have multiple rooftops, consider doing a store by store rollout over the course of the next few months with a Digital Retailing tool.

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- Within your Digital Retailing tool, have a quality mix of the interface AND a real-life person. Don't let the online tool do everything, but let it help the process for your team.

On Fixed Ops

- Consider integrating a no contact payment solution by taking payment over the phone. Podium has a text to pay option that was recommended.
- Redcap was another software tool that was recommended for an all-inclusive Fixed Ops system (including reporting, check-in, inspection, payment, messaging, etc.)
- Are you investing in marketing for your service drive? Many businesses are seeing huge success with allocating to their marketing budget for Fixed Ops.
- Recalls are a great way to get people in your service drive currently.

On Online and Digital

- Personal response during this time has been huge. Some dealerships have eliminated bots for Facebook Messenger and have seen an increase in sales through Facebook Marketplace.
- Remember: People buy on emotion and justify with logic. AI is all logic. AI is here to supplement and support your team, but not replace.
- If you want to send the money you are wasting, or ways you can reallocate money in your current budget, ask your agency for the Keyword Report for last month in excel. Sort it by expense and look at all of the keywords you are bidding on that are not getting many conversions, or the keywords that are performing well and your impression share is too low.
- Advertise online what you are doing during this time: safety measures, pick up and drop off offerings, hours of operation, digital retailing tools, etc.

On In-Store Traffic

- People do not want to be at the dealership right now. Most people are only seeing about 15 minutes of stay within a dealership.
- Your BDC departments are trained to get the customer to the store. Begin changing the script to sell online.
- The dealerships that are going above and beyond right now are standing out. Take extra photos and send walk around videos. Customers are buying online (even without seeing the vehicle in person first.) Consider all of the touchpoints you can integrate to showcase the vehicle your lead has an interest in.