

FILL THE FUNNEL WORKBOOK



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TABLE OF CONTENTS

GRAHAM TAYLOR-EDWARDS	3
WORKSHOP OBJECTIVES.....	3
INTERNET ENQUIRY	4
INBOUND PHONE ENQUIRIES.....	8
FIVE STEPS FOR A SUCCESSFUL CALL	9
HANDLING OBJECTIONS	10
MARKETING CALL	10
MAKING AN APPOINTMENT	11
SERVICE DEPARTMENT MARKETING	12
DEVELOP A MARKETING MENTALITY	12
DEVELOP A PROSPECTING STRATEGY.....	13
DEVELOP SERVICE DEPARTMENT MARKETING	15
STEPS IN THE SERVICE DEPARTMENT PROGRAM:.....	16
PERSONALISE YOUR PROSPECTING STRATEGY.....	17
CUSTOMER REWARDS AND REFERRAL BUSINESS	18
TAKE AWAYS	19

GRAHAM TAYLOR-EDWARDS

GRAHAM (GT) is a successful leadership, sales, service and customer experience coach, mentor and workshop facilitator.

GRAHAM HOLDS:

- *ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT*
- *DIPLOMA IN AUTOMOTIVE MANAGEMENT*
- *DIPLOMA OF TRAINING AND EDUCATION AND DESIGN*
- *CERTIFICATE IV IN FINANCE AND MORTGAGE BROKING*
- *CERTIFICATE IV IN BUSINESS SALES*
- *NZ CERTIFICATE IN MARKETING*
- *NLP MASTER PRACTITIONER.*



Graham completes over one hundred leadership, sales, fixed operations, and customer experience workshops each year and is the founder of Success Resources International a Registered Training Organisation (RTO) in Brisbane and Managing Director of GTE Training and Development Ltd in NZ

Born in North Wales Graham has lived in Australia for sixteen years after working in New Zealand for over 24 years.

He has served in the Royal Navy and Royal NZ Navy and is married to a kiwi girl Shelley from the Bay of Islands.

They have two children Mackenzie and Gareth and grandsons Hudson and Reo and granddaughters Avyana and Vivienne.

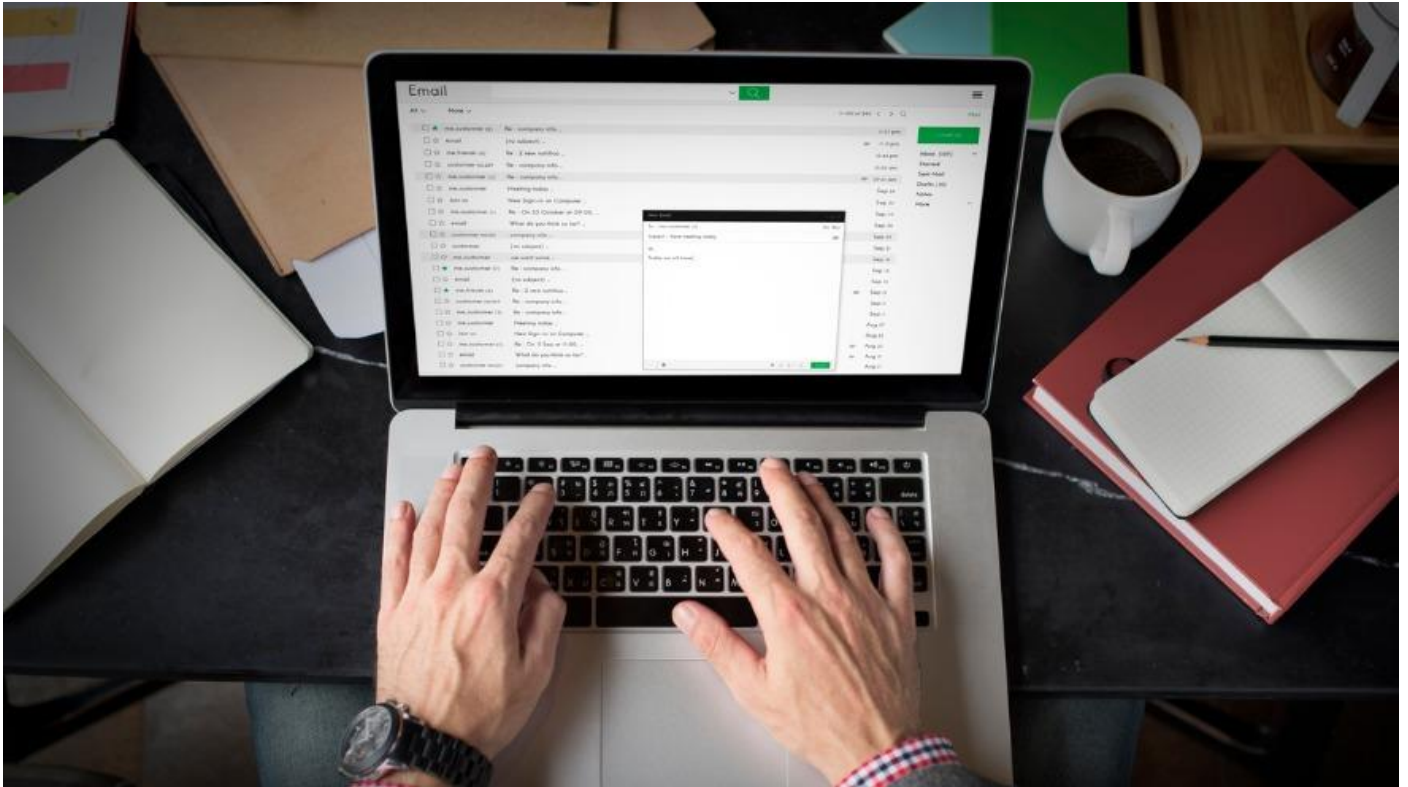
WORKSHOP OBJECTIVES

REFRESH

1. INBOUND INTERNET ENQUIRIES
2. INBOUND PHONE ENQUIRIES
3. OUTBOUND DATA BASE MARKETING
4. MARKETING CALL FROM THE SERVICE DEPARTMENT
5. REFERRALS



INBOUND INTERNET ENQUIRIES



INTERNET ENQUIRY

Individuality counts for a lot when offering personal service, but for processing a volume of requests for information and gauging which of them might fall into the category of “buyer” rather than “shopper”, nothing beats starting off with the standardised selling system step by step.

The Internet buying experience typically starts with an email enquiry and although not in every situation we need to convert the communication to either a phone contact or a face to face if possible.

Instant response

Perhaps the most important single element of any e-mail message is what you put in the subject line. This will determine whether or not your customer opens the e-mail. Think of a subject as a headline, or the words you might see on the outside of a mailing envelope. The purpose of the subject line is to get the customer to open and read your e-mail message.

Your instant response subject line should simply read

“Hello, your information request on.. attached”.

This is a nice, friendly headline. It sets the mood you want and it is responsive to the request that the buyer has forwarded.

Once your customer opens your instant response e-mail, the first words seen are “Thank you”. Then, connect your message with a name familiar to your customer, which would be the name of the Internet lead provider they've already contacted

Example:

Thank you for your enquiry for...

You will be contacted by our Internet SPECIALIST (Name) by phone if appropriate regarding the vehicle and options available and they will answer all your questions ensure your requirements are met.

Thanks again

Within one-hour response

Now you can identify yourself. "I am (NAME), the Internet specialist who will be your point of contact at the (DEALERSHIP)"

Let's pick this sentence apart and find out why it works.

"Internet specialist" is a key phrase. This tells your customer that he/she is working with a decision maker. And this is important. Internet customers are expecting a no-hassle, no-haggle experience. Working with the "specialist" reinforces their expectations.

Keep in mind that some of the customers you get via the Internet will be purchasing a car this way for the first time in their lives. So, you want to immediately assure them that they will have a guide, a helping hand, and a person at their service that will help them every step of the way, so that the purchasing experience will be pleasant, and hassle-free. The PS may improve the response rate.

The point of sending this message is to establish the next point of contact as quickly as possible to convert the customer to a phone discussion as this improves our communication and rapport building opportunity.

Example: NB. This response can replace the initial response if applicable

Hi... I'm <NAME>. I'm your Internet specialist calling from <DEALERSHIP> in response to the Internet enquiry you made. <DEALERSHIP> we meet the strict no-hassle, no-haggle requirements. I'm here to guide you through the process, and to make sure you get the vehicle you want a great price.

I will call you on the number indicated to discuss your enquiry and put together a proposal for you. If that is inappropriate please let me know.

PS. Feel free to call me on 555345666 (Preferably a free number) if convenient.

IF THERE IS A PHONE NUMBER



If there is a phone number please call and introduce yourself as above and also say you are calling to organise a test drive for the vehicle they have enquired about.

They will ask where you are and if they are local make the appointment and if not explain you sell a lot of cars this way and have they purchased on line before. **LET THEM KNOW HOW EASY, SIMPLE AND EFFECTIVE IT IS.**

Let them know your role is to make it as easy, simple and convenient do you have any questions or are you ready to purchase the vehicle. You have free delivery this month.

1. Qualification and vehicle configuration



The overriding objectives to achieve during the initial phone contact are to introduce yourself, put the customer at ease, and gather information from the customer.

Before making the first call, it is important for the Internet specialist to review the information provided on the lead. If “best time to call” information is provided, call within the time specified. Become comfortable with the pronunciation of the customer’s name. If the purchase request indicates Mr and Mrs, Ms, Dr, etc, use the formal designation. Otherwise, refer by the first name. Have handy the vehicle details on the make specified on the lead. And be familiar with the standard equipment offered, as well as option packages. Be relaxed. Be confident. And smile!

It is possible to close the sale on the first call. And certainly, Internet specialists should always be looking for opportunities to say, “Can I take your \$500 deposit now, to hold this vehicle for you?” Just be careful your Internet customer does not get the feeling he or she is “being” sold. Rather, you want your customer to feel they are controlling the purchase, and that you, the Internet specialist, are there to help them, not sell them.

2. The presentation of price and vehicle availability

Pricing is based on the market not the relative intelligence of the consumer. While price is not the only concern of the Internet buyer, it is the starting point of the relationship. Big discounts are not recommended, but fair and consistent pricing offered without customer qualification as to inclination to pay is the price of admission into the Internet buyer’s world.

3. The confirmation of pricing and delivery documents

This step is optional, maybe a finance close.

Negotiation:

The Purchased Vehicle:

Pricing is altered by changing the content of the vehicle, finding new financing alternatives, convincing the buyer to put more money down and waiting for better factory incentives. Negotiation is about the customer re-evaluating his or her needs.

The Trade:

The appraisal is an honest “we’ll buy it” number on the trade. This number is justified by the sources of information that you use to arrive at the value. Consumers respond to the way in which you arrive at the appraisal. We can assess it with photos you take and a complete self-evaluation you send to us.

Closing:

The pressure points of closing have to do with the obligation that a consumer feels for the sales consultant with whom he works, as well as the vehicle.

In this regard a distinction is drawn between the static information that is in the public domain – invoice printing, product configurations, and dynamic information that is too variable to publish with accuracy – factory incentives, on hand inventories, current interest rates. Consumer trust is built of freely dispensing static information; sales are built on researching dynamic information on the buyer’s behalf.

Then, the Finance and Insurance manager arranges for the delivery of the vehicle, establishing the time and location that best suits the customer and explaining the procedures of walking around the new vehicle and turning over the trade-in.

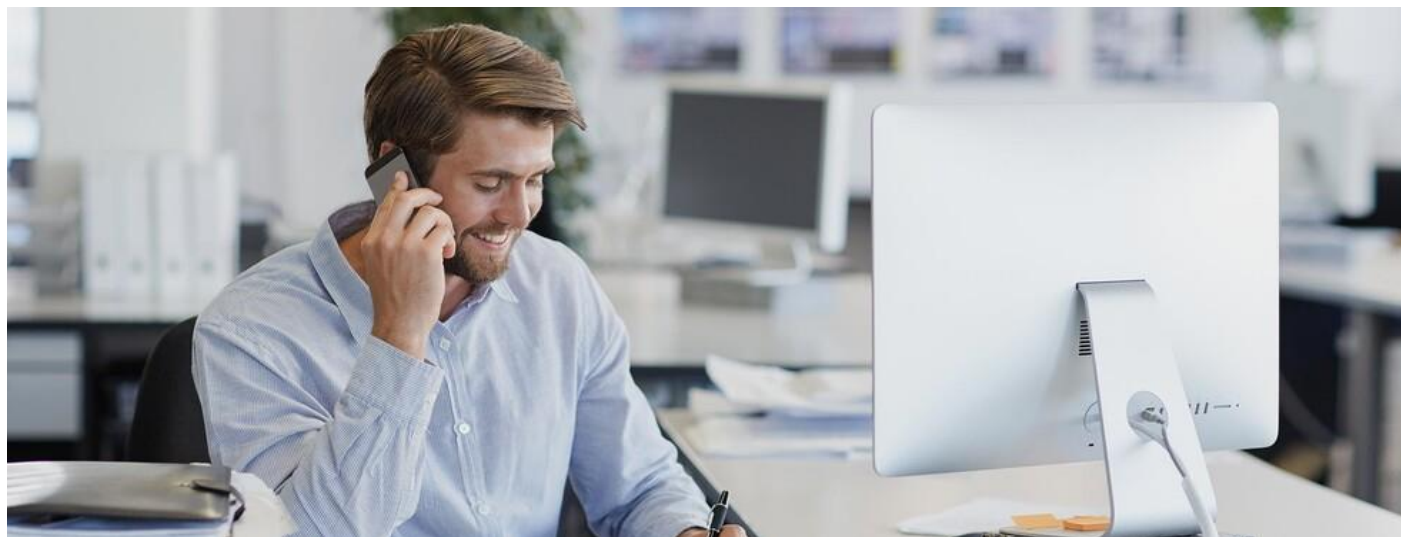
All of the above are ideas and suggestions only, as your dealership may have different demographics, processes and dynamics that may make it difficult to follow the recommendations.

However it is a reality that a process driven business will continually out perform a no process business. Just ensure you document your Internet game Plan. AND PROSPER.



INBOUND PHONE ENQUIRIES

PHONE SALES ENQUIRY	WHY	HOW
Answer the phone in 3-5 rings	Professional	Prepared and practiced
Welcome with your first name last	Encourages them to introduce themselves and use your name	Good morning welcome to This Is/ you're speaking with...
Offer service and confirm their name	Relaxes the customer	Be happy too and I am speaking with
Ask three or four relevant questions	Build commitment	In order for me to do that may I ask you a couple of quick questions, what appeals to you, have you driven, when
Offer to research request and add three (3) other services	Shows interest and gives you a reason to call back	USED: I will also get you Ks, service history, and number of owners. NEW: Availability, colours, features, availability, accessories and equipment, rebates and incentives
Ask for their contact details	Test trust	That should only take about 7 or 8 minutes or so what is your best number to call back
Segway to trade		By the way do you have a vehicle you are considering selling or trading
Make a recommendation	Segway	May I make a suggestion if your close by bring your vehicle in and I will organise our valuation team to do some research and come up with the best price for you.
Ask for appointment at the dealership	Test commitment	We can then check out your options and put together some figures if you like. When is the best time to drop by, this morning or?
Offer go to them		To save you time I am more than happy to bring the car to you
Build commitment with Courtesy	Increase shows	Parking can be a bit difficult so I will keep an eye out for you, which way will you be coming from?
Confirm your name and contact details	Builds team commitment	If you can't make it or are delayed just give me a quick call and we can reappoint, and if anything happens my end I will do the same. (Do you have a pen handy) Email address to send directions and parking
Build anticipation and hang up last	In case they have a last minute request	Look forward to catching up at...I am sure we will work something out for you
If out of town or want to buy ask for a deposit	If out of town or want to buy	In this situation to secure the vehicle and price there is a deposit paid with a credit card of \$xxx. It supports your offer when I present it to management. I won't process it unless management agree to your offer





Prospecting by phone

1. Who we are.
2. Where we are.
3. What we do.

Priority is to take their temperature

- Hot: Ready now.
- Warm: Ready soon.
- Cool: Not ready but nice people.

Calling existing customers

- Call existing customers in a relaxed way.
- Take their temperature, hot, warm or cool.
- If not in the market now, when?
- Send thank you note or service voucher.

FIVE STEPS FOR A SUCCESSFUL CALL

Have an objective (What do we require as a priority e.g. appointment).

WIIFT with a dead line (What's In It For Them / The Promotion).

Have a fallback Ask for a lesser commitment (a) we go to them, (b) send further information and follow up.

Ask for a referral (if appropriate if in rapport introduce customer rewards).

Follow through (Keep in touch Buy or Die).

EXAMPLE

"Hi, Tom. This is ...from ...do you have moment?"

The reason I'm calling is two-fold

1To make you aware of the exciting promotion for our existing customers we are launching over the next (two weeks) AND TO SEE IF YOU ARE INTERESTED IN THE OPPORTUNITY.

Now I don't know if you or any of your family are looking to purchase or upgrade a vehicle at the moment, however as a matter of courtesy I thought I (My manager asked me to) would give you the opportunity of checking out what we are doing and to see if your open to look.

"Yes"

"I will be happy to work out some options for you to take a look at and go through them with you. When would you prefer to pop in today or later in the week?"

(If no)

That's ok, when do you think you will consider changing and I will keep in contact to make sure you have all the information you need at the time.(Ask for a referral if appropriate).

HANDLING OBJECTIONS

"I understand, most people want to change, however it usually comes down to money, timing or both. Allow me to work out a couple of options, you never know, if it doesn't work for you I wouldn't expect you to go ahead, is that ok with you

Two things will happen,

The timing is not quite right or you will be pleasantly surprised and it will work.

That's fine, we find that is the usually the case initially, but you never know, there so many ways to purchase today, we may be able to help you make the change and save some money, if not now maybe sometime in the future."

MARKETING CALL

- Low key approach
- Create an opportunity
- If not now, when in the future?
- Establish yourself as the contact person
- Make the reason to their advantage
- Send a thank you note.

"Hi, Tom. This is ...from How are you this fine Wednesday morning? Great, do you have a moment to speak?"

"I'm actually calling for a couple of reasons. First is to let you know about our "Vehicle Select Programme."

"From time to time we have customers looking for certain vehicles that we may not have in stock and they ask us to source one for them. What we have found is, if we have done the servicing, like on your (make, model etc), it makes a big difference."

"The other reason is that if we have anyone who is looking for a (make, model etc), like yours, would you consider changing right now?"

"No problem, the main thing that I wanted to do was let you know about the Programme. I didn't necessarily expect you to be in the market right now".

"I'll make a note to touch base with you a little closer to (whatever time frame they mentioned)" If you have any questions about this Programme or you'd like to review it with me, please give me a call. I've enjoyed talking to you and I'll keep in touch if anything comes up this end. ...Do you have a pen handy?"

MAKING AN APPOINTMENT

"Do you have a pen handy? (I will hang on while you get one) Just jot this down... We are on the corner of xxx and when you pull in the guest parking is on the right next to the service department.

Tom if anything crops up please let me know and of course if anything should happen this end I will certainly give you the same courtesy, now confirming my name is Mike Smith (spell it if necessary) and my phone number is... Look forward to catching up om...

DAY	ACTIVITY	ACTIONS REQUIRED
Monday	/ X ☺ / X ☀	
Tuesday		
Wednesday		
Thursday		

Key:

Dial /

Contact x

Appointment ☺

Referral ☀



1. DEVELOP PROVEN MARKETING AND PROSPECTING STRATEGIES
2. FOCUS ON BEHAVIOURS
3. LEARN ABOUT THE SCIENCE OF HABITS

DEVELOP A MARKETING MENTALITY

REASONS PROSPECTING FAILS	STEPS TO TAKE
SELF DOUBT	MAKE A LIST
WRONG LIST	PRIORITSE THE LIST
WRONG DATA	DATA 60% OFFER 30% CREATIVE 10%
WRONG OFFER	DATA MINE
NO STRUCTURE	DEVELOP YOUR OFFER
NO REAL GOALS	SET A CONSISTENT TIME TO DO THE CALLS (30 MINUTES)
NO STICKABILITY	TEST
NOT KNOW WHAT IS IN IT FOR THE CUSTOMER	ASSESS AND CHANGE ONE THING IF NOT WORKING
LACK OF CONSISTENCY	RE-TEST
	KEEP GOING
ACTIONS I CAN TAKE	

DEVELOP A PROSPECTING STRATEGY



WHAT	WHY	HOW
HAVE AN OBJECTIVE	GIVE THE CALL PURPOSE	IDENTIFY A PROSPECTIVE NEED
WIIFT (WHAT'S IN IT FOR THEM)	CREATE INTEREST	OFFER AN OPPORTUNITY NOT AVAILABLE IN THE MARKET
WITH A DEADLINE	CREATES INTEREST AND A CALL TO ACTION	DEADLINE ON OFFER
HAVE A FALLBACK	IS A LESSOR COMMITMENT	REDUCE THE LEVEL OF THEIR COMMITMENT (GO TO THEM)
ASK FOR A REFERRAL (IF APPROPRIATE)	THEY MAY KNOW SOMEONE THAT IS READY TO BUY	DO YOU KNOW ANYONE MAYBE A FRIEND OR FAMILY MEMBER THAT MAY BE INTERESTED
ALWAYS BOOK A MEETING FROM A MEETING.	KEEPS YOUR DIARY UP TO DATE	TELL THEM YOU WILL KEEP IN TOUCH WITH ANY OTHER OPPORTUNITIES IN THE FUTURE. BOOK THEIR NEXT SERVICE
CALLING CONCEPTS		EXAMPLE FROM SERVICE ON THE DAY
<input type="checkbox"/> New release <input type="checkbox"/> Demo <input type="checkbox"/> Service <input type="checkbox"/> Fleet clearance <input type="checkbox"/> Clearance sales event <input type="checkbox"/> Used cars (existing customers) <input type="checkbox"/> Finance <input type="checkbox"/> Commercials <input type="checkbox"/> 1600/2000/3000/diesel RUN OUT		<p><i>"Hi, Tom. This is Mike from xxx the reason I'm calling is (a shot in the dark) I saw your vehicle in for a service today. (Recently) Do you have a moment?"</i></p> <p><i>"I don't know if you're looking at the moment but we are going to run a (promotion) for our customers next week and as a matter of courtesy I thought I (my manager asked me to) would give you the opportunity of checking out what we are doing.</i></p> <p>We have four new ... with \$5000 saving for the next 2 weeks, if you want to check it out we can arrange a personal appointment. What do you think?</p>

THE DAY BEFORE

"Hi, Tom. This is Mike from XXX the reason I'm calling is (a shot in the dark) Do you have a moment?"

I notice you are booked in for a service tomorrow and I thought I would check to see if you are waiting or need some transport to town

"I don't know if you're looking at the moment but we are going to run a (promotion) for our customers next week and as a matter of courtesy I thought I (My manager asked me to) would give you the opportunity of checking out what we are doing.

IF YOU DON'T ASK YOU DON'T RECEIVE!

If you don't follow-up your previous owners on a regular basis you will fail, yes fail dismally. Take an easier path using previous owners and referrals get to the top!

YES

"I will be happy to work out some options for you to take a look at and go through them with you tonight. What time are you coming in and I will have some figures ready for you?"

Not interested yet:

"It's a shame you're not in the market now. I have a vehicle in mind that would be perfect, with low k's, one owner and could save you \$2,000 - \$3,000".

NO

"That's ok; when you come in to pick up your vehicle tonight I'll shout you a cup of coffee. Look forward to meeting you"

OR "No problems, when you come in tonight take a quick look at it, I'll be interested in your feedback and you will have a comparison for some stage in the future. See you tonight."



DEVELOP SERVICE DEPARTMENT MARKETING

Identifying sales opportunities in the service department is underestimated and under done, mainly because sales people don't understand the process and have unrealistic outcomes.

Service department leads are generated over time, it is about service, letting people know who you are where you are and what you do.

The rest is FOLLOW UP.

Take their temperature are they hot, warm or cool.

There are usually many more retail customers coming into the service department every day than into the sales department and as the old saying goes "Go where people go".

ORGANISE.

Set up a meeting with your manager and the service manager and set some goals and agree the process, timing and expected outcomes from morning and afternoon attendance, plus develop a prospecting process and scripts to contact customers who have visited the service department that you have not had a face to face with.

PROCESS:

Morning attendance is about service and giving customers new information to digest, from time to time you will speak to a customer that could be in the market or know someone that is immediately, but unusually this is the opportunity to plant the seed and the rest is communication and follow up.

- ☐ You could be the host on the drive and meet the customers and guide them to the appropriate advisor,
- ☐ You could walk around the customers car at book in to assess the condition and look for up sell opportunities (This also gives you a feel for where the customer is in the buying cycle)
- ☐ Have two promotion vehicles, new, used demo on display with special deals on the day
- ☐ Have upsell specials pointed at particular service, or accessories and aftermarket products
- ☐ Escort customers to the customer lounge and organise their coffee etc.
- ☐ Call the customers the day before and offer a loan vehicle or if they are waiting a coffee
- ☐ If your objective is to tempt the customer to buy then identify buying opportunities eg high mileage, demo run out and their vehicle is three years old etc.
- ☐ Customer rewards for referrals

All of the above require some thought and in the organise stage develop strategies and word tracks that are appropriate.

(Remember you're not trying to sell, just inform and take their temperature)

ACTION PLAN:

Select which process or strategy that will work for you, select a buddy so you can work on alternative days maybe on split commission (If one lucks out both gain). Identify appropriate action and set a monthly plan with targets that are measurable.

FOLLOW UP:

Generally speaking most customers are open to consider their position and look to improve it.

Options to change and different ways to purchase, specials, run outs, new releases will gain the customers interest, gain relative information and follow up the customer until they buy. (Because they all do from somewhere)

Never forget "Lifetime Value". It is not if just when.

STEPS IN THE SERVICE DEPARTMENT PROGRAM:

1. Display promotion cars
2. Agree with management times and strategy
3. Select buddy
4. Practice scripts and open dialogue with service advisors
5. Set up spotter fee for advisors
6. Have some fun

SCRIPTS:

Morning

"Hi, my name is...I am in the sales department, my job this morning is to assist in your service experience, answer any questions regarding the promotion vehicles if you're interested and let you know of any specials that are coming up over the next couple of weeks."

Have their name from the registration. "What brings you into the service department this morning?"

Afternoon pick up

"Welcome back, as (service advisor) has confirmed everything went well allow me to (either bring car to them or walk to their car) and we will have a quick check to make sure your 100% happy with everything"

This is an ideal opportunity to re kindle the relationship and check their temperature as they may have given some thought to the discussion in the morning.

"Did you give any thought to what we discussed this morning, (if no) that's fine, from time to time with your permission I will keep in contact as you never know when circumstances may change regarding specials in service, new and used cars." (Introduce the "Customer Rewards Program" for referrals at this stage if appropriate)

CUSTOMER REWARDS EXAMPLE

(If this is not in place in your dealership then discuss with your SPECIALIST if you can run a pilot for one month if agreeable. Make sure you measure the results) If you have an existing customer rewards use th

CALLING CONTEXTS FROM THE SERVICE DEPARTMENT

When calling from the service department it is relatively simple to look back over the previous RO's and identify buying motivations

- ✓ Large bill to be paid
- ✓ Time owned (3-5 years)
- ✓ Kilometers getting high (50, 75, 100 k's)
- ✓ Later model in stock with more features and less k's
- ✓ Coming out of warranty
- ✓ Run out
- ✓ New model release

The focus is information and taking the temperature, the call must be low key.

PERSONALISE YOUR PROSPECTING STRATEGY**NEW RELEASE****WHAT ARE YOU GOING TO SAY****HAVE AN OBJECTIVE****WIIFT (WHAT'S IN IT FOR THEM)****WITH A DEADLINE****HAVE A FALLBACK****ASK FOR A REFERRAL (IF
APPROPRIATE)****ALWAYS BOOK A MEETING FROM
A MEETING.****NOTES AND FEEDBACK FROM CALL**

CUSTOMER REWARDS AND REFERRAL BUSINESS



It is not about wordtracks it is about earning the referral by giving exception experience and a greast experience.

1. It is when they trust you and feel confident in referring their friends.
2. If they are in business ask permission to recommend you to their friends and family.
3. Everywhere you go give people your card and let them know what you do.
4. You do not need to have sold something to get a referral.

To encourage customers to refer friends and family the customer rewards program works for both the customer and the person referred.

1. A credit into the customers service account for each person referred that buys
2. The referred customer receives the same amount into their service account.

Example: “Most people want a friendly helpful voice when they buy a car that is why we have a lot of our customers recommending their friends and family to buy from us and we have been looking for a way to reward them. So we have developed our customer rewards program that works like this

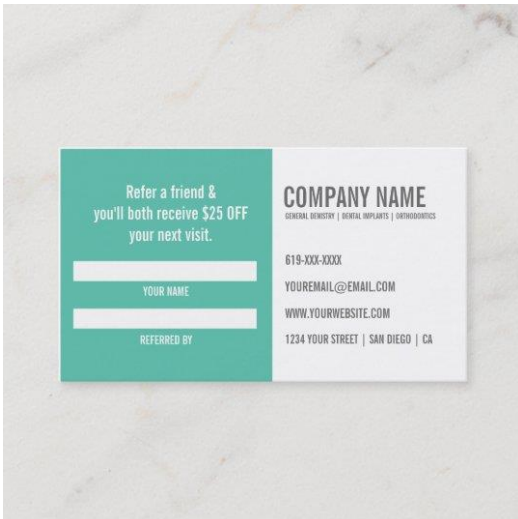
If a friend or family member you recommend buys from us two things happen, one you receive a credit of \$200 into your service account and so do they, that way both of you benefit equally.

What do you think? (You could make this only for the referrer and it could a voucher or even money)

Good, so who do you know that may be in the market to buy a new vehicle, a friend, work associate or family member over the next few months or say a year?

I know that is a tough question so not necessarily now but some time in the future, and I will keep in touch with them and let them know when there is an opportunity to get what they are wanting.

Who do,you know?



TAKE AWAYS