

WORKING DEALS IN A DIGITAL WORLD



A Guide to Digital Retailing

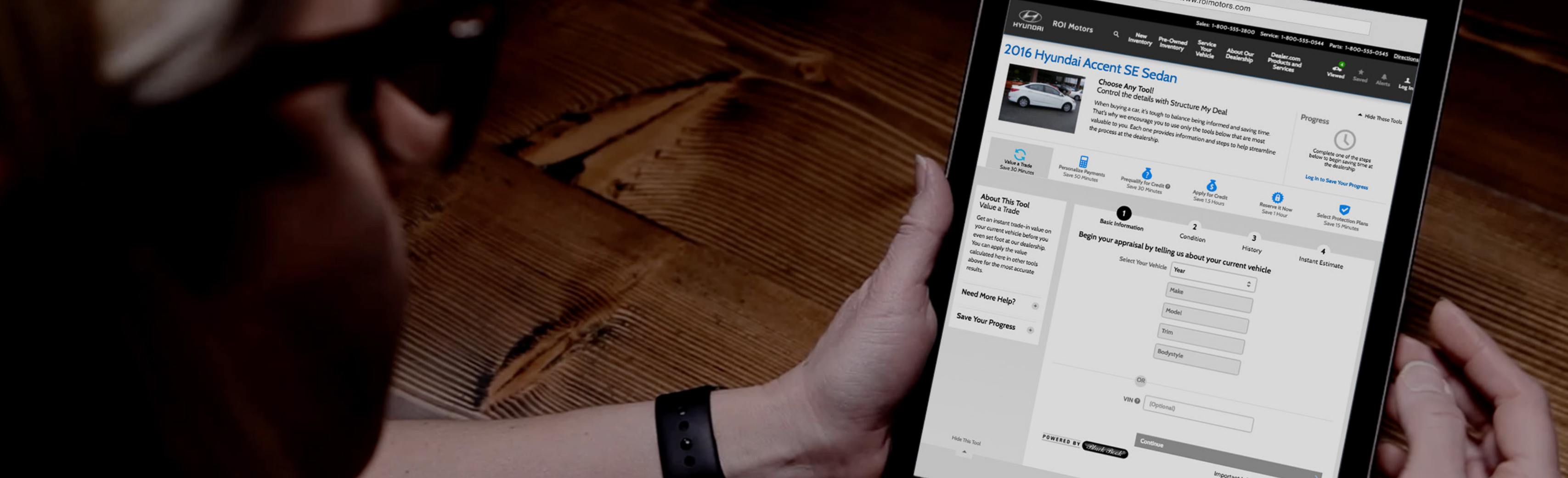
DYNAMIC CHANGES, DYNAMIC OPPORTUNITIES.

Dealerships have arrived at a moment of unprecedented opportunity, where it's now possible to drive increased efficiency, profitability—and even customer loyalty—at the same time.

More and more, car shoppers are ready to start — and even make — deals online. Thanks to a convergence of high consumer expectations, rapidly evolving technologies, and a greater understanding of online behaviors, the stage has been set for revolutionizing The Deal — from how long it takes to where it takes place — with the results being mutually beneficial to the dealer and the shopper alike.

But Digital Retailing isn't simply product you turn on and instantly start reaping its benefits; getting the most out of it requires a shift in culture and mentality. Dealers who have found success with Digital Retailing tools understand this, infusing a customer-centric approach to their entire sales process, allowing them to protect margins, improve their workflow, and increase customer satisfaction all at once. And by embracing a handful of simple but important ideas, your dealership can, too.





A PHILOSOPHICAL SHIFT

When you bring Digital Retail tools into your sales process, you also need to bring a new mindset to that process as well.

One of the biggest philosophical shifts your entire staff needs to make is in how it views what on the surface looks like a massive amount of lead opportunities. Digital Retailing's success

depends on ignoring leads—and the typical “Come into the store!” behaviors that come with them—in favor of using these opportunities to build a relationship. If you prioritize loyalty over lead volume, you’ll reap far greater, more sustainable benefits in both the short- and long-term.

It’s also important to understand that Digital Retailing depends on a holistic approach—viewing every piece of the process as

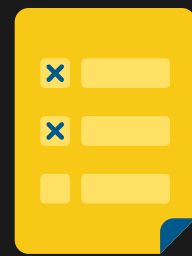
linked and complementary. Digital Retailing enables a seamless experience from your website to your showroom IF you understand and embrace all the potential connections you can create.

Finally, the level of transparency and accuracy Digital Retailing technology enables—from the vehicle details page (VDP) all the way to the F&I office—can be daunting. Forget your bias against informed shoppers; Digital Retailing has the potential to turn them into the best customers you’ve ever had.

DIGITAL RETAILING'S FIVE STEPS TO SALES SUCCESS.



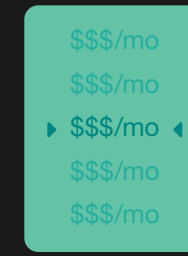
1. SELL AN EXPERIENCE, NOT A PRICE.



2. SETTING EXPECTATIONS AND BUILDING MOMENTUM.



3. CUSTOMER SELF-PENCILING.



4. OFFERS ARE OPTIONS.



5. A CONNECTED EXPERIENCE

Digital Retailing—like the overall process of marketing and selling a car—is an intricate and often complex process. But there are a few guidelines that can ensure you’ve covered all the basic bases on the path towards a faster, easier, and more enjoyable sales.

The Definition of a Deal

It all comes down to converting a shopper (someone who’s looking for a car, a price, a monthly payment, a good trade-in quote,) into a buyer (simply put, someone who looks at an offer, and says “Yes!”) Build momentum in favor of the “Yes” moment online, rather than putting all your efforts towards getting the customer into the store.

1. SELL AN EXPERIENCE, NOT A PRICE.



Customers can be brief—and even abrupt—when communicating through digital means because they think they’re talking to a computer, not a real person. Use any opportunity to remind them there are real people on the other end of the process who care about their needs. Respond to every inquiry with sincerity and humility, humanizing your dealership by asking considerate and specific questions about what the car shopper needs. Keep the conversation positive, focusing on the customer and the vehicle. Understand that most customer issues are caused by people, not the price of the car. And never forget that for the customer, buying a car is an emotional experience—not just a transactional one.

2. SETTING EXPECTATIONS AND BUILDING MOMENTUM.

Through Digital Retailing, you can create a guided experience for customers, regardless of where they're at in the process. Whether it's the expectations a finance or trade-in tool sets, or interactions through a chat window or an email, make sure you're thoroughly educating shoppers on each step, outlining the next steps necessary in keeping the deal moving. And be sure you're clearly articulating how customers will benefit from the time and effort you're asking them to put into the process—that will keep them engaged, happy, and eager to move forward fast.



3. CUSTOMER SELF-PENCILING.

Transparency creates trust. Online Penciling Tools make customers feel like they're in control. With them, customers are more honest, tend to show their car-buying motives, and can self-discover the “ah-ha” moments that might make all the difference in a deal. These elements are more important than a dealer working them through numbers in a traditional way.



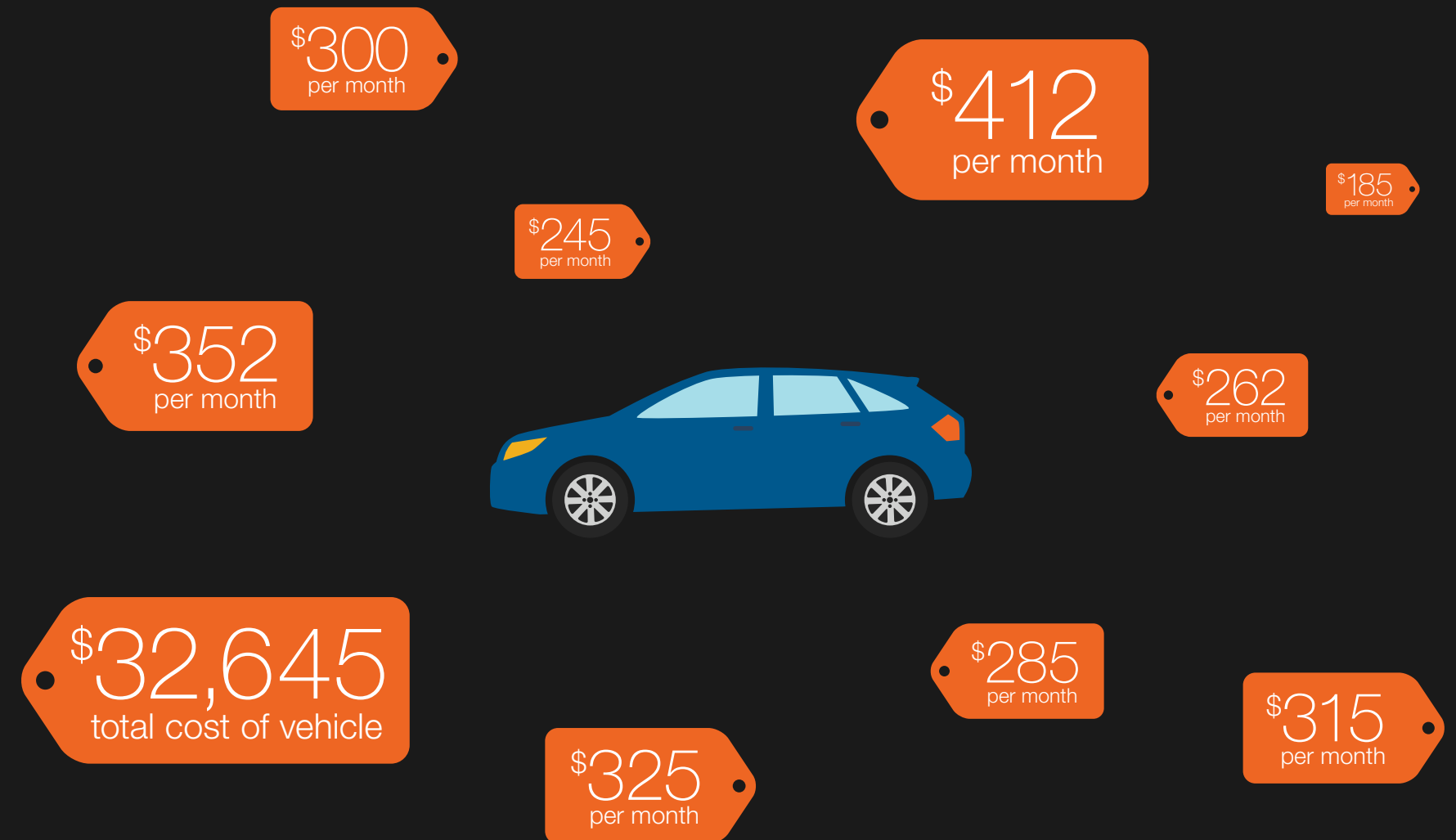
Online = Honesty

Studies show that shoppers who are asked for information about credit scores, budgets, and trade-ins are more honest and accurate online — when customers see how their information is connected to payment or price — than they are in the showroom. That honesty and accuracy can help you shorten the in-store time considerably. Are you maximizing that potential advantage?

4. OFFERS ARE OPTIONS.



When customers send in a discounted offer, understand that this represents the start of the deal, rather than a deal-breaker. Explore the use of the amount of money down as a level those customers use to get a payment they're comfortable with. Look at ANY offer as a positive indication that they want the car. Ninety percent of customers aren't price shoppers, they're payment shoppers, so learn to recognize all the variables and information in order to gauge customer intentions.



5. A CONNECTED EXPERIENCE.



It's important to think of every aspect of your online experience as having a connection to a part of your in-store experience. This has the potential to achieve three goals: set expectations for what the customer will find at the dealership, provide them with a familiar series of actions—but in a virtual setting, and help shorten overall time in the store.

Meet-and-Greet

Clearly define yourself through your home page, About Us, and Facebook pages. Virtual “first impressions” can differentiate your experience over other dealerships.

Vehicle Selection

Populate vehicle details pages and vehicle listings pages with accurate information, photos, and specific details that leave no questions unanswered. Online customers are well-informed and will turn away from sites—and dealerships—that offer minimal information or duplicate/stock imagery.

Test Drive

Bring your inventory to life; get customers excited about specific cars through video and walk-arounds, chat, and other communication tools.

Trade-in Appraisal

Car buyers are more likely to be honest about the condition of their trade-in when it's tied to their monthly payment. Embed trade-in offer tools on your site to speed up this part of in-store process.

Write Up Tools

When customers can see each of the variables in a deal, they're more likely to understand and accept the terms they're agreeing to. Digital Retailing tools make penciling details transparent as well as engaging.

Sale

Setting a clear expectation of the experience plays an important role in getting the customer to “Yes.” Explaining the sales process online gets shoppers more comfortable with coming into the store.

Delivery

For the majority of dealers, this still happens in person—and for the majority of car shoppers, they still prefer an in-store pick-up. Be sure to use the online experience to build anticipation and excitement around the delivery of the car.

ARE YOU READY FOR THE DIGITAL RETAILING REVOLUTION?

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START DEALS SECURELY AND TRANSPARENTLY.

Dealer.com Seamless Websites deliver a fully-integrated Digital Retailing experience, allowing you to deliver what today's automotive consumers expect: An accelerated buying experience that's efficient, trustworthy and engaging. Through flexible solutions, you can either start deals or make complete deals online through a uniquely comprehensive workflow that includes payment, trade, and credit tools as well as MakeMyDeal, the industry's premier online deal-making system.

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