

THINK
OUTSIDE
THE LOT

How to bring your showroom to your customers' living room

TIP #1

RECREATE YOUR SALES PROCESS TO WORK VIRTUALLY

Have each member of your team use your digital retailing solution as a shopper and as a salesperson so they understand what is happening on both sides. Build your process, test and re-test; rehearse. Establish roles, and set expectations around response time, how to respond and what should be included in each response. Determine if you want to offer a virtual or an at-home test drive and how you will deliver the car.

TIP #2

PROMOTE EASE, SAFETY AND CONVENIENCE

Make sure shoppers know you're open for business, and create messaging that tells them how easy it is to shop and buy without ever leaving home. From links on your website to landing page banners to social media and advertising, market your online capabilities and unique services, such as virtual test-drive, if you have them. Take advantage of how-to videos, web/banner assets and other free resources that are part of your digital retailing solution.

TIP #3

RESPOND QUICKLY WHILE THEY'RE ENGAGED

Never miss an opportunity to make a good first impression. Quick responses engage shoppers from the get-go — and have a big impact on your ability to convert. Plan and prepare to capitalize on this engagement; it shows shoppers you're paying attention to them and their needs, and keeps the digital door open for further conversation.

TIP #4

CREATE A PERSONALIZED RELATIONSHIP IN A VIRTUAL WORLD

Use the trove of tools and data in your digital retailing solution to kickstart the connection: Start by calling shoppers by their name; use the information they provided to create personalized responses and offer up suggestions; respond quickly and thoroughly. Talk to them as if they are sitting next to you — because in a way, they are.

TIP #6

TAKE A PROACTIVE APPROACH TO USING YOUR DIGITAL RETAILING SOLUTION

Don't wait for shoppers to come to you. Use your digital retailing solution to proactively reach out to shoppers who have engaged with your site. Comb through your CRM to see what behaviors have happened, identify active shoppers and send THEM a proposal. Structure the deal for them based on past activity and send them a link to the vehicle detail page so they get a true picture of what the car would cost.

TIP #5

GIVE SHOPPERS EVERYTHING THEY NEED TO FINALIZE THE DEAL

Keep the deal moving forward with an easy, transparent process that gives them all the information they need to finalize the deal. Partner with your F&I manager to make sure you are providing transparency online so shoppers see everything they can add to the deal to really make the car their own — and understand how add-ons impact the monthly cost.

When in doubt, reach out to your Cox Automotive Digital Retailing support team. Our digital retailing experts can help you build out your new strategy and learn how to adapt to this new way of selling.

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