

# DIGITAL SALES



## MOVE YOUR DEALERSHIP FORWARD

Social distancing has thrown a curveball into auto retail. But with change comes opportunity. And implementing strategies that include a focus on digital retailing can help you bring in buyers and move ahead of the pack.



### **Put the Customer Experience First**

Assess your digital sales processes to understand what is and isn't working. Implement training on new digital processes to improve customer experience and drive buyer satisfaction.



Audit customer sentiment reports for steps in your current digital sales process that aren't meeting expectations.



Train staff on customer service best practices. Make it clear that a mediocre digital sales experience is not acceptable.



### **Prioritize Impactful Opportunities**

Use data and key CRM reports to pursue opportunities that are more likely to lead to digital sales.



Incorporate data insights into your regular digital sales processes.



Prioritize every digital retailing lead submission, even if the details of the submission look off.



### **Take an Individualized Approach**

Personalize your digital sales approach to better engage with customers.



Tailor responses based on the lead source, communication channel, and the customer's message.



Empower salespeople with the flexibility to call, text, or email based on customer preference.



Meet customers where they are with digital retailing, acknowledging their work if they submitted a lead and offering to get them started if they are new to the process.



### **Streamline the Deal Process**

Use efficiency and speed to keep customers engaged in the deal-making process.



Acknowledge the work your customers have done online. Don't make them start over when it comes time to make a deal.



Use integrated dealership software solutions to cut down on time needed to enter customer info and duplicate requests.



### **Think Beyond Your Showroom**

Expand your operations to be convenient for your customers, and don't limit your dealership to the four walls of your store.



Train staff to maintain the quality, professionalism, and excitement of the showroom experience when delivering a vehicle to the customer's home.



Adjust key success metrics to reflect that the customer may never enter your dealership doors.



### **Download the Complete Digital Sales Playbook**