



50 WAYS CRM CAN HELP YOUR DEALERSHIP

- Save money
- Increase service revenue
- Market more effectively
- Maintain happy and loyal customers

❖ MARKET



- 1.** Garbage in, garbage out. Cleanse your current customer and prospect database, removing duplicate records and updating with current contact information.
- 2.** Perform a data append regularly. Send your current customer and prospect database out for a National Change of Address (NCOA) scrub. Once data has been cleansed, use an eMail Append Service to match any missing eMails to the records.
- 3.** Stop waiting for the “up” and find ways to generate your own traffic. Mine your data base and get creative with reasons to bring prospects in: birthdays, anniversaries, lower a payment, lower an APR, parts mailers or no service in X months. Your CRM should be able to easily generate qualified lists.
- 4.** Keep your creative library updated in your CRM. Upload current dealership marketing creative: email templates, documents, pictures, etc.



MARKET



***“I save about \$4000
in media spend every
weekend that I use
DealerSocket.”***

Brian Crane, Executive Manager
- Ken Garff Automotive



❖ MARKET

5. Develop personalized and custom marketing campaigns including steps such as: activities (dealership follow-up reminders), letters and trackable emails, call blasts, call center follow-up or lead generation, surveys, and more.
6. For dealer groups or more than one store, pull aggregate marketing reports for multiple rooftops and look for marketing trends. Which offers and ad sources are working/not working?
7. Bulk email wisely. Track number of opened, bounced and spammed emails. Use this data to create more effective messages and promotions.
8. Utilize mail merge to populate emails and letters with dealership specific information, such as: customer name, dealership name, survey links, email signatures, pictures, dealership contact info, assigned sales person or manager, appointment times and much more.



MARKET



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MARKET

9. Allow sales associates to bulk eMail their customers and prospects. Allow your sales team to tailor search to specific customer vehicle interests.
10. Closely monitor and pull reports on campaign penetration and results.
11. Assign local or toll-free telephone numbers to ad campaigns. Track the number of calls made and received with the flexibility to remove, provision, or reassign numbers with correct marketing codes.
12. Plot phone-ups using Google Maps to determine the effectiveness of ad placement.





MARKET



“We’re constantly discovering new ways to leverage DealerSocket. The system is so customizable, we’ve got it helping our collection process, all of our service reminders and staff training, and we’re just getting going on our rewards program.”

Ruben Muinos, Business Alliance Manager
- Galpin Motors



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SELL



- 13.** Don't waste time. Quickly enter showroom ups: using state-of-the-art IDR drivers license scanners, reverse phone look-up, etc.
- 14.** Structure the sale quickly giving the customer options using DealerSocket's Desking; default or manually input trades, APR, MSRP, tax rates, add-ons, gap, VSC, etc.
- 15.** 90% of people who leave a dealership are never followed up with, and 33% of them would have come back into your showroom. An unsold prospect today can be a sold prospect tomorrow.
- 16.** Make sure you have the follow-up mechanisms in place to bring prospects back into your showroom, your CRM is crucial in making this happen.
- 17.** Present professional looking documents. Print dealership forms with the customer's data populated, your dealership's deal worksheet, trade appraisal, etc.



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“We’re selling about an additional 40 cars per month, thanks to DealerSocket. That represents a 16 percent increase in sales for us. It’s huge.”

Ray Reilly, General Manager
- Liberty Toyota



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❖ SELL

- 18.** Confirm every sales appointment via phone and/or email, if a customer misses an appointment, follow-up with them and try to re-establish a new appointment, escalate to a manager and have the manager make the “official” call.
- 19.** Didn't make the sale? That prospect may still be a source for future service revenue, referrals or even a future sale. Make detailed notes in your CRM and continue to communicate.
- 20.** Monitor all sales and service activity (fresh-ups, phone-ups, internet leads and shop floor loading) utilizing an at-a-glance manager's dashboard.
- 21.** Present the customer with a professional looking, side-by-side comparison of multiple purchase and lease payment options.
- 22.** Relationships matter. People buy things from people they like. Without a CRM to track your dealership's numerous customers and prospects, relationships can be neglected, or even worse, lost entirely. Use your CRM as a tool to solidify long lasting relationships.



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SELL

23. Eliminate time consuming one-on-ones with sales associates by utilizing a Daily Check-Out Report. Know who is calling, who is selling and who needs a little “encouragement”.
24. 99% of buyers will not buy without driving the vehicle. How successful are your salespeople at getting an appointment? Make sure you can listen to phone-ups to monitor sales associates' performance.
25. Use DealerSocket's appointment board in sales to welcome the customer. Every customer likes to see their name in lights and it will remind them of who their sales person is.



SELL



***“With DealerSocket,
we can watch
individual
performances. When
you understand
precisely how an
individual performs,
you can provide
positive coaching
and training that is
genuinely helpful,
instead of merely
generic.”***

Bryant Henrie, Senior VP Operations
- Larry H. Miller Group



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⋮ SERVICE

- 26.** Increase your service drive revenue! Create a daily work plan for service advisors, allowing them to follow-up and proactively call customers based on service data in your CRM.
- 27.** Allow customers to schedule service appointments online and post those appointments to your DMS.
- 28.** Post offers and incentives on the website that customers can choose from when scheduling an online appointment.
- 29.** Allow your customers to print a ‘boarding pass’ or ticket to the service lane - this solidifies the appointment and lets them know who to talk to when they arrive.
- 30.** Use DealerSocket’s appointment board in service to welcome the customer. Every customer likes to see their name in lights and it will remind them of who their service adviser is.



S E R V I C E



“ When I saw the DealerSocket demo, I was immediately struck by the ease-of use, powerful feature set and high level of accountability the solution offered compared to our old system...”

Charlie Swenson, General Manager
- Walser Toyota

❖ SERVICE



- 31.** Give your service advisors access to real-time calendaring and reporting of service bay activity.
- 32.** Notify your sales staff when one of their customers is coming in for service. This will allow your sales team to continue building and nurturing customer relationships.
- 33.** Send automated service reminder eMails, pull data on each customer and remind them when their next service is due and include a link so that customer can quickly schedule their appointment online.
- 34.** Send automated service confirmation eMails. Follow-up with missed appointments and set rescheduling goals for your service advisors.
- 35.** Automatically schedule loaner cars and allow customer to pre-print loaner agreements.





S E R V I C E



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⋮ SERVICE

- 36.** Ask your service customers for referrals! Offer a discount or a free oil change in exchange for a friend or family member who is looking to make a vehicle purchase.





S E R V I C E



“...what’s most important is that with DealerSocket we can find out if something is wrong and we can jump on it immediately – before it becomes a negative experience for the customer.”

John O’Malley, General Manager
- Camelback Toyota



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❖ SATISFY

- 37.** Establish a “sold” follow-up system. Utilize DealerSocket’s Call Center to ensure every customer gets a follow-up call after purchase.
- 38.** Implement escalation procedures to alert managers immediately if a customer is unsatisfied.
- 39.** Track an unsatisfied customer from inception to resolution.
- 40.** Use surveys to ensure customer satisfaction, track customer responses in the CRM attached by attaching to their record.
- 41.** Compile and analyze all customer survey data. Know where your dealership excels and where you can make improvements.
- 42.** Make service follow-up calls a revenue generator by talking about declined and recommended services.



S A T I S F Y



“DealerSocket is a key tool in the pursuit of excellent CSI with our customer base.”

Frank Carl, Camelback Toyota



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❖ SATISFY

- 43.** Having one 360° view of every customer allows you to develop deeper relationships and better understand customer likes, dislikes and needs. Use your CRM to anticipate customer needs and show them that you are their dealer for life!
- 44.** Retaining satisfied customers and upselling them service, parts or their next car is much easier (and cost effective) than acquiring new customers. Think of your CRM as your customer satisfaction barometer.





S A T I S F E Y



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❖ SUMMARY

- 45.** Choose a CRM that integrates with your other crucial dealer systems. Find one solution that serves all your departments!
- 46.** Dealerships experience upwards of 400% staff turnover. Look for a CRM provider with an online training tool to quickly and easily automate training and retraining your staff.
- 47.** Is your CRM company going to be around tomorrow? Do some digging before you commit to a CRM implementation. Ensure that the solution you choose is one that is financially secure and committed to the industry.
- 48.** Find a CRM company that is committed to your ongoing success, not just the short term sale. What kind of ongoing support do they offer?
- 49.** What support is included with the CRM? Choose a CRM company that includes live phone support, monthly conference calls and quarterly site visits at no additional cost.



SUMMARY



“The DealerSocket deskings tool brings a whole new element into the sales process. It enables us to show customers a variety of customized workups.”

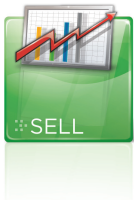
Ray Reilly, General Manager
- Liberty Toyota



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❖ SUMMARY

- 50.** Your CRM should be used as much by your managers as by your sales and service people. A big challenge with most CRMs is that the managers don't use them to proactively and strategically drive business. DealerSocket is easy for managers to use!





SUMMARY





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