

**THE 2 MINUTE DRILL***aka the Pre-Contact Checklist*

- Determine if they are a current or new client - bring them to life.

Check CRM | Check Social Media | Check Google



- Identify the lead source - the source drives expectations.

Consider their expectations based on lead source | Identify what the site promised the shopper



- Identify what they are asking for.

Price | Specs | Availability | Trade Value | Incentives | Other



- Research the preferred vehicle and be prepared with alternatives.

Availability | History | Unique Features | Market value | Similar models



- Prepare your response strategy.

Be 1st & Be Best | Focus on helping | Sell the Experience | Sell the Visit

**INITIAL RESPONSE ACTIONS - Make it Personal!***Provide sincere help and guidance - sell the experience!*

1. Call first if a number is available within 5 minutes – leave a personal voicemail that inspires a call back.
2. Send a personal email selling the value of a phone call and a visit – add an inventory link of the vehicle and/or a video (desktop or vehicle walkaround).
3. Send a text message if they opt-in with an inventory link and/or a video (desktop or vehicle walkaround).
4. Surprise them with a handwritten note, if you have their mailing address.
5. Focus communications on obtaining engagement – phone calls are best for gaining an appointment.
6. Keep in touch – it's not follow-up, it's Marketing!

**DESCRIBE YOUR "VIP EXPERIENCE"**

May I explain our [Special Internet VIP Experience](#)? We know your [time is valuable](#) so we'll be [ready](#) when you arrive. We'll have the vehicle we've talked about pulled up front with your name on it.

We'll greet you at the door and present the vehicle along with all the key features. If you'd like you can take it on a [fun test drive](#) and make sure it works for you.

When we get back, we'll present your [Special Price, Top Value for your current vehicle, and go over all the payment information](#). The best part is, if you like the vehicle and the deal, you can [take it home with you](#) or we can provide you all the information so you can [take your time and think about it](#).

[Does that sound like a process that will work for you?](#) Great, now all we need to do is pick a convenient time for your visit. Would you prefer this afternoon or this evening?



**BEFORE YOU DIAL...BE PREPARED**

- Open the call with a warm and welcoming greeting. Provide the reason for the call.
- Use your VIP Visit description to inspire an appointment. Always ask!
- Be prepared to discuss specs, price, trade, and payments.
- Plan for any objections, respond confidently, and ask again for the appointment.
- If no answer, leave a voicemail with a compelling reason to call back.



**BEFORE YOU EMAIL...BE PREPARED**

- Create a personal subject line that inspires them. Example: Eve, 2019 Forester Price Info
- Focus on their request in the first sentence. Get right to the point.
- Answer their questions and ask a question or two, to engage.
- Provide a link to the vehicle and a video in your first or second email.
- Pro-Tip – Add this: “I can provide details on a quick call, or were you planning to come in and see it in person?”

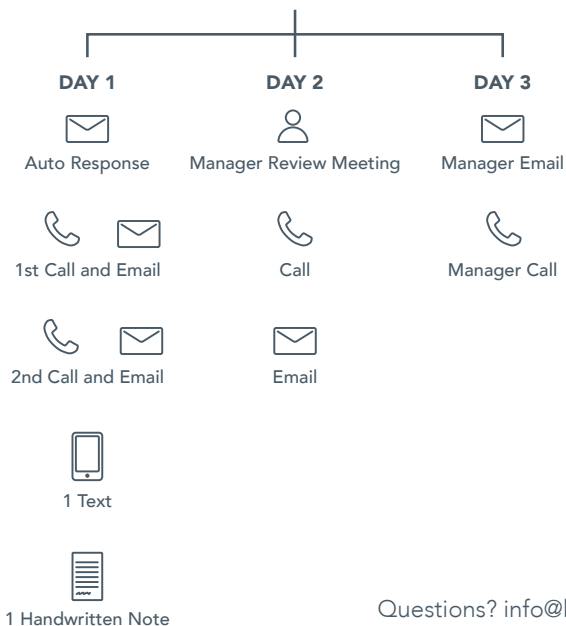


**BEFORE YOU TEXT...BE PREPARED**

- Gain permission to text with a simple opt-in message about their request.
- Be friendly, focused, and answer questions. Emoji’s and meme’s drive engagement.
- Provide value with a video. Sell the value of a phone call and offer a visit.

**USE THE PUSH | PRESS | NURTURE “ENGAGEMENT PLAN”**

**3 DAY PERSONAL PUSH**



**2 WEEK PRESS**



**NURTURE MARKETING**

