

THINK
OUTSIDE
THE LOT



**Digital Retailing Best Practices
Webinar:** How to make the most out of
your Digital Retailing solution

*Presented by Mo Zahabi, Sr. director of
Product Consulting*



Agenda

- **Current Situation**
- **Digital Retailing Best Practices**
- **Dealer Examples**
- **Q&A**





Current Situation



Current Situation

- **Shoppers are social distancing**
- **More time is being spent online**
- **Consumers still want to buy cars**
- **Leverage Digital Retailing to engage them**





Digital Retailing Best Practices



#1: Set up a process to go digital as much as possible

- **Enable a digital shopping experience across channels**
- **Establish a process and clear guidelines**
- **Create roles and responsibilities**
- **Provide a transparent digital F&I experience**
- **Offer flexibility**



#2: Build rapport with shoppers digitally

- **Start a dialogue**
- **Be transparent**
- **Acknowledge online steps consumers have completed**
- **Review online behavior**
- **Personalize communication**
- **Be ready to counter-offer**



#3: Leverage your systems and data to give you insights

- **Leverage systems integration**
- **CRM processes are key**
- **Take advantage of AI**
- **Focus on the best leads**



#4: Promote your virtual doors and pro-actively reach out

- **What steps can be done from home**
- **Market it, market it and market it some more**
- **Keep them informed about changes**
- **Use Video**



#5: Rely on your Performance Manager

- **Get the most out of your investment**
- **Leverage their dedicated expertise**
- **Tips on how to adapt to the current environment**





Dealer Examples



Addressing the current environment example

TOYOTA

Home New Vehicles Used Vehicles Specials & Finance Parts Service About Our Dealership Español

WE ARE OPEN!

SHOP ONLINE FROM HOME AND WE'LL HAVE YOU READY TO GO WHEN YOU GET HERE!
24/7/365 captoyota.com

I know what I want. I know my budget. I just want to browse.

capitol TOYOTA

Home New Vehicles Used Vehicles Specials & Finance Parts Service About Our Dealership Español

CAPITOL DIRECT

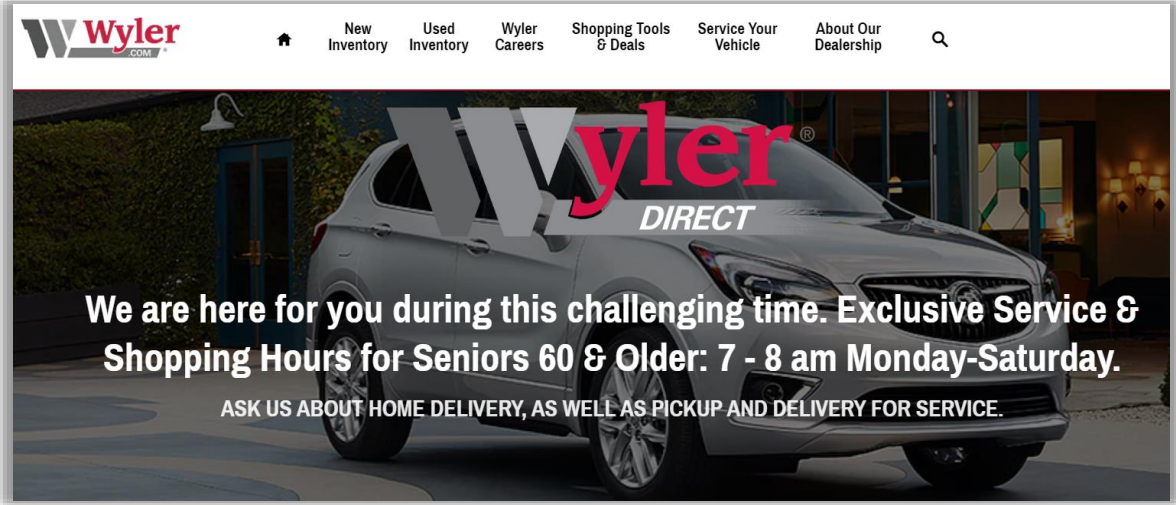
SALES & SERVICE DIRECT TO YOU

- ✓ Test drive and complete your purchase from the safety and comfort of home!
- ✓ For service needs we will pick up, perform repairs and deliver!

NO NEED FOR YOU TO COME TO THE DEALERSHIP



Addressing the current environment example



Digital Retailing with available vehicle protection options

New Vehicles Used Vehicles Financing Service Your Vehicle About Us

CR-V LX AWD SUV

VIN: 2HKRW6H3XKH231274 Stock: R19801

MSRP **\$26,945**

[Show Key Price](#)

1.9% APR 24-36 MOS. or 2.9% APR 37-60 MOS. or 3.9% APR 61-72

[Send to Phone](#)

Key Express Buy
How Does This Work?

Finance Lease

\$388/mo*
Detailed Summary

My Asking Price **\$26,945**

[Search for Specials](#)

Cash Down **\$2,695**

Credit Score **Very Good (700-739)**

Loan Term **72 mo. at 3.9% APR**

[+ Add Trade-In](#)

[Submit Your Offer](#)

[Next: Calculate Taxes](#)

On The Lot at Key Honda of Rutland [Location Details](#)

Key Express Buy

Do more online. Spend less time in our showroom.

Fuel Economy 25.0/31.0 mpg City/Hwy

Exterior Color **Crystal Black Pearl**

Interior Color **Other**

Body/Seating **SUV/5 seats**

Transmission **continuously variable automatic**

Drivetrain **all-wheel drive**

Engine **2.4L I-4 cyl**

Highlighted Features

- Automatic temperature control
- Wireless phone connectivity
- Exterior parking camera rear
- Split folding rear seat
- Remote keyless entry
- Steering wheel mounted audio controls
- Rear window wiper
- Alloy wheels

Used Vehicles **New 2019 Honda CR-V LX AWD** Key Honda of Rutland

Key Express Buy

Vehicle Protection

Choose plans that work best for your driving needs

These are great ways to extend the life of your vehicle and ensure your safety - you can change them at any point before your purchase is finalized.

Protect your vehicle for an estimated **\$0/mo**
Total protection cost of \$0 plus taxes and interest

Vehicle Service Contract
Comprehensive vehicle coverage's to help minimize cost of repairs. 72 months 100000 mile with \$100 deductible

Est. Payment based on loan term **\$34/mo**
Total price \$2,387 plus taxes and interest

[Watch Video](#) [View Details](#) [Add](#) [Text Us](#)

GAP Insurance
Covers any potential difference between loan balance and insurance value in the event of a total loss.

Est. Payment based on loan term **\$12/mo**
Total price \$795 plus taxes and interest

[Watch Video](#) [View Details](#) [Add](#)

FINANCE
Est. Payment **\$388/mo***

\$26,945 Price	\$2,695 Down	72 mo 3.9% APR
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[View Full Finance Breakdown](#)

*Est. pmt. based on vehicle price of \$26,945 at 3.9% APR for 72 mos w/ \$2,695 down for qualified buyers. Contingent upon dealer's acceptance of these terms. Terms may vary. Payment Expires: 03/31/2020. See Details.

Customize My Payment

- Check for Specials
- Choose Terms
- Value Trade-In

[Explore Vehicle Protection](#)

My Financing Options

- Apply for Credit
- Prepare for My Visit
- Schedule Test Drive
- Get your Certificate



Auto response example

Dear John,

As a part of our dealership ongoing commitment to the health, safety and well-being of our customers, employees and community, I would like to share the precautionary measures we are taking to address **COVID-19 in our dealership**.

While we remain open for business, we are closely monitoring the evolving situation and are following local, state and federal guidelines and health recommendations. We are implementing increased sanitary precautions in our sales and service departments and common areas.

For customers who are more comfortable shopping from home, we offer a variety of Digital Retailing tools on our website:

[Value Your Trade](#)

[Apply For Financing](#)

[Structure Your Payment](#)

Additionally, we are offering a delivery option for customers who would like to complete their purchase off site. Please contact us directly if you would like more information on this option.

For customers needing special consideration for service, please [schedule with one of our advisors](#). As the situation evolves, we will post updates on our website and social channels. Please follow us on [Instagram](#), [Facebook](#) or [visit our website](#).

Thank you for being a valued customer



Personalized deal response example

Email – Custom Offer/Counteroffer Response Example

Dear Customer,

Thank you for using our new Express Buy Program at Downtown Honda! We have your offer with next steps below. Our goal is to ensure your buying experience is frictionless and with as few contact points as you prefer; including delivering the vehicle to your home or office. In today's new normal, you'll be happy to know that we are ready to conduct business in a whole new way that is safe and easy for everyone.

To review, your offer on the 2020 Honda CRV, stock# R19801 is:
\$24,500.00 – selling price
\$2000 total down, 72 mos, \$391/mo. @ 3.9% APR (very good credit)
Trade-In: 2015 Chevy Suburban - 89,851 miles – payoff \$23,000 (ACV \$23,454)

Great news – we are very close to a deal! Below are two counteroffers to consider:

1. \$25,300 – selling price
\$2500 total down, 72 mos, \$398/mo. @ 3.9% APR (very good credit)
Trade-In: same as above if trade is as described

-or-

2. \$25,300 – selling price
3. \$2000 total down, 72 mos, \$406/mo. @ 3.9% APR (very good credit)
Trade-In: same as above if trade is as described

Next steps:

1. Reply back with your selection (1 or 2) of the counteroffers above, and/or attach photos of your trade-in, at least 12 photos of exterior, interior, any damage
2. Use your emailed view deal link and review “explore vehicle protection” to save time
3. Use your emailed view deal link and choose “apply for credit” to save even more time
4. Use your emailed view deal link and choose “apply for credit” to save even more time
5. Your deal link can be found [HERE](#) too!

Call me anytime throughout the process and I'll walk you through any of the above

John P Salesperson
Internet Sales Manager
404-555-1245
johnpsalesperson@downtownhonda.com

Dear Customer,

Thank you for using our new Express Buy Program at Downtown Honda! We have received your offer with next steps below. Our goal is to ensure your buying experience is fast, frictionless and with as few contact points as you prefer; including delivering the vehicle right to your home or office. In today's new normal, you'll be happy to know that we are ready to conduct business in a whole new way that is safe and easy for everyone.

To review, your offer on the 2020 Honda CRV, stock# R19801 is:
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CRM Processes example

DR lead CV19

Add Event
Alert Notification will run Immediately

You have a new Digital Retailing lead - time to exceed our customers' expectations!

Create Task Generic will run Immediately

Review Digital Retailing lead and determine how much of the process was completed - review preferred method of contact and reach out to the customer - Check for buying signals

Create Task Text will run Immediately

Review lead to check preferred method of contact, if the customer chose text please see if they have previously opted in, if not send the Digital Retail initial opt in to your customer.

Create Task Email will run in 20 minute(s)

Day 01 Initial Email response - Digital Retailing Lead. Please send out email if you were unable to contact the customer by phone!

Create Task Phone will run in 2 day(s)

Second phone attempt for Digital Retail deal.. Reach out and see if they got the email, try and get an appointment and make sure they understand precautions for COVID-19 the dealership has taken.

Send Email will run Immediately

Auto response from Dealer Principle introducing new lead to Digital Retailing platform, optional at home delivery and covid-19 measures taken by dealership.

[CUSTOMER FIRST NAME],

My name is [SALESPERSON FULL NAME] and I am a Digital Concierge here at [DEALER NAME]. Thank you for giving us the opportunity to work with you on your Big Purchase! I just wanted to take a minute to follow up about the [VEHICLE YMM] you worked a deal on online.

Just a reminder, You're in control from here on out, I'm here to further guide you through the experience. We offer you the following advantages to the old way of buying a vehicle;

- Get an upfront/ honest price
- Calculate Payments
- Get a KBB Instant Cash Offer for your trade
- Apply for credit
- Schedule a test drive

The more that you complete from home, will be the less time that you spend at the dealership!

We have one simple objective that guides us: keeping you and our employees safe. This has been at the center of our conversations every step of the way. With that in mind, we have made several moves in our business in response to the threat of the coronavirus.

We have ramped up cleaning services at our stores and have widely distributed hand sanitizer and wipes throughout our sales and service areas. Please feel free to use these products when visiting our store.

specific instructions given to our employees on the importance of washing their hands, personal hygiene with respect to coughing and sneezing and staying home if they feel sick.

Offering our customers providing a "Contactless process" where we conduct the process via phone and allow you to test drive and make sure you love your car and sign the paperwork while we wait outside!

I'll be waiting on your text/call/email for further instructions. If I don't hear from you soon, I'll follow up again later just to ensure that we connect.

Your ROI Motors Concierge:
[SALESPERSON FULL NAME]
[SALESPERSON CELL PHONE]

[View New Inventory](#)
[View Used Inventory](#)

[CUSTOMER FIRST NAME],

Thanks for your interest in the [VEHICLE YMM] and for supporting us during these trying times, my name is [DEALER PRINCIPAL FULL NAME] and your business means the world to me and all of the employees here at [DEALER NAME]. There's a lot going on right now in the world but as we all know, we still have responsibilities. Getting from A to B will always be a part of our everyday lives so to help make sure our customers transportation needs aren't interrupted we have launched a new way to shop and buy your next vehicle.

To purchase your next vehicle online

Choose your vehicle:

- Choose from our inventory of new and pre-owned vehicles and find the perfect vehicle for your lifestyle and budget.

Customize your buying options:

- Build your vehicle with options, then select from various payments.

Take Delivery & Be Happy

- Take delivery at the dealership or have it delivered directly to you!

We have one simple objective that guides us: keeping you and our employees safe. This has been at the center of our conversations every step of the way. With that in mind, we have made several moves in our business in response to the threat of the coronavirus.

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Now I know you may have some questions, so please feel free to reach out to me directly or visit [DEALER WEBSITE] and check it out for yourself.

Thanks for your patronage,
[DEALER PRINCIPAL SIGNATURE]

Key Takeaways

- **Differentiate your dealership with a clear digital process**
- **Enable your virtual staff to engage and close deals online**
- **Take advantage of your systems for personalization and time savings**
- **Partner with your performance manager for maximum success**





Q & A

