

# INTERNET / BDC LEAD GENERATION



## **Who Should Attend:**

- Internet / BDC Personnel
- Internet Sales Managers

This two day course is a complete program on effective Lead Generation Ideas and concepts for both the Internet and Inbound phone leads. Email, Chat and Phone scripts will be created, reviewed and examined, as well as, a structured concept for ongoing sold and unsold customer follow-up.

**David Lewis**  
& ASSOCIATES

*Automotive Sales & Management Training Since 1986*



**For more information please call 321-435-6000**

Or register online at: [www.davidlewis.com](http://www.davidlewis.com)



# INTERNET / BDC LEAD GENERATION

This Course involves extensive role play and live interactive critiquing of current methods used by most Dealerships

## **Topics Will Include:**

- What is a BDC Department
- Attributes Needed
- Tools Needed to be Successful
- Why Internet Shopper will visit your Dealership
- Importance of Structured Steps
- Phone-Up Steps
- How to Handle Persistent Callers
- Effective Email Responses for Creating Appointments
- Email Etiquette
- 90 Day Unsold Follow-Up Plan

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