

# 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

 PHL Airport is an easy 30 minute drive away.  
 Discounted Room Rates Available!

**\$795 PER ATTENDEE**



**DLA Philadelphia Automotive Training Center**

625 Clark Avenue • King of Prussia, PA 19406



**For more information please call 800-374-3314 ext. 215**

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 Shoppers 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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