

Sales / Service BDC

3 Month Program Outline

2 Days per Visit

SALES

- GENERAL STATISTICS
 - Number of dealerships the average person calls
 - Number of dealerships the average person visits
 - Understand the statistics
 - What the statistics mean

- DEFINING GOALS
 - Current goal
 - Correct goal
 - Consequences of setting the wrong goal
 - 2 big mistakes of BDC Agents

- 4 RULES TO SUCCESS IN SALES
 - Focus
 - Structure
 - Less effort for the customer

- ANALYZE YOUR CURRENT RESPONSES
 - Different
 - Unique
 - Inspiring

- BENEFITS OF A SUCCESSFUL BDC
 - Two popular requests
 - Two goals of each request
 - Accomplish these goals
 - Sales & gross

- DEVELOP CONTACT RELATIONSHIPS
 - 3 Main Requirements
- SECURE THE APPOINTMENT
 - The #1 Attribute
- SELL THE CAR
 - The #1 characteristic
- BUYERS PERCEPTIONS OF SALESPEOPLE
 - Effect on the process
 - Reverse these perceptions
 - Perception equals reality
 - Control
- SALESPEOPLES PERCEPTIONS OF BUYERS
 - Effect on the process
 - Discern the reality
- THE POWER OF THE SUBJECT LINE
 - Keep it simple stupid
 - Consistency
 - Words to avoid
 - How long is too long
- AUTO RESPONDERS
 - Avoid spam
 - Using auto responders
 - Avoid over using auto responders
- CREATE THE RIGHT CONTENT
 - Create inspiring communication
 - Remove risk to dealership
 - Avoid price negotiations
 - Lower customers defensive posture
 - “Would you rule that out”

- OBJECTIONS
 - Trade objection
 - How to handle the Price Request/Objection
 - Best price on a used car
 - Inventory Issue
 - Not buying today

- EMAIL VS TEXT
 - Unopened email
 - Pros and cons of email
 - Benefit of texting
 - Discern what your customer prefers

- PHONE MESSAGES
 - Clarification
 - Vagueness
 - Inform and persuade
 - Focused message
 - Identify yourself clearly
 - Proofreading

- EMAIL SECURITY
 - The written record

- FORMAL AND INFORMAL SITUATIONS
 - Distinguish formal from informal situations
 - Punctuation and spelling

- TIMING
 - Statistics
 - Respond quickly
 - Consequences of delayed response

- BI-DIRECTIONAL DIALOGUE
 - Defined
 - Value
 - Create Bi-Directional Dialogue
 - Questions to avoid

- PHONE-UP STEPS FOR ROLE PLAYING
 - Meet & Greet
 - Reply
 - Appointment
 - Confirmation

- CALL ASKING THE BEST PRICE ON A LEASE

- CALL ASKING THE BEST PRICE ON A CERTAIN MAKE/MODEL

- CALL ASKING TO BEAT PRICE FROM ANOTHER DEALERSHIP

- CALL ASKING FOR VALUE ON A TRADE

- PERSISTENT CALLER
 - Who it is
 - What they want
 - Best practices

- NON-THREATENING ENVIRONMENT
 - Verbiage to use
 - Verbiage to avoid
 - Create a non-threatening environment

- SOLD CUSTOMER FOLLOW-UP
 - Best Practices
 - Common mistakes salespeople make
 - Secure a customer for life

- DEFINITIONS
 - Customer defined
 - Liaison defined
 - Goal of a Customer Liaison
 - Common routine services customers perform
 - When to ask for referrals

- SHOPPER CATEGORIES
 - Runners
 - Who they are
 - Turn them into joggers
 - Joggers
 - Who they are
 - Turn them into walkers
 - Walkers
 - Who they are
 - Cross the finish line

- DO YOUR HOMEWORK
 - Benefit of shopping other Dealers
 - Discover your weaknesses
 - Discover your strengths

SERVICE BDC

Implementation

- Management Orientation
- Verify and/or Obtain Initial Benchmark (Service Advisor / Shop Capacity)
- Service Schedule Mapping
- Service Advisor Orientation
- Implement Status Call Back process
- Onsite BDC Assessment
- BDM / BDR evaluations
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Launch Service BDC

- Service BDC Training
 - BDM – KPI Board, CRM, Campaign Creation
 - BDR – Inbound / Outbound Scripts, Rebuttals, CRM , scheduling guidelines
 - Courtesy Rental/Loaner and Shuttle Expense Strategies
- Inbound Service Calls
- Outbound MR1 Campaigns
- Establish KPI's for first 30 days

Optimization

- Add Internet / Chat Leads
- Continue 1:1 training with BDM / BDR's
 - KPI Board, Campaign Creation, Scripts, Rebuttals
- Outbound MR2, MR3, MR4 Campaigns
- Recalls
- SOP Process
- Revenue Generation through BDC
 - Establish Outbound Call Priority
 - Missed Appointment
 - Web Appointment Confirmation
 - Special Order Parts
 - First Oil Change
 - Maintenance Retention 1
 - Maintenance Retention 2
 - Maintenance Retention 3
 - Maintenance Retention 4
 - Recalls (Separated into separate campaigns by Recall)
 - Declined Services