# Sales/Service BDC

## 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