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Using Data to Build a High Performance Sales Culture

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Capturing quality data and sharing that information with 3rd party service providers and across different departments in your business will help you become more efficient in selling more cars more profitably.

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Restaurants

Hotels

Automotive

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- Doesn’t look professional or give a great first impression
- Enquiry data on paper can’t be easily accessed
- Double keying of data
- GDPR nightmare!

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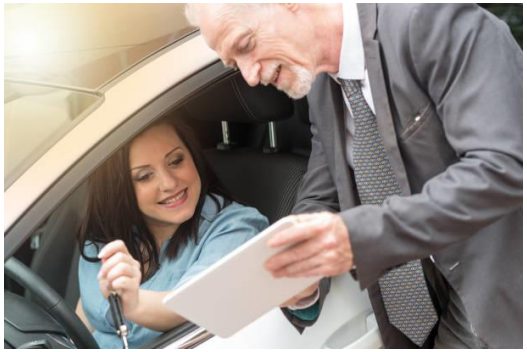
Remove paper enquiry forms!

Supply your teams with the tools that gives them the ability to be mobile and record enquiry data wherever the customer feels comfortable.



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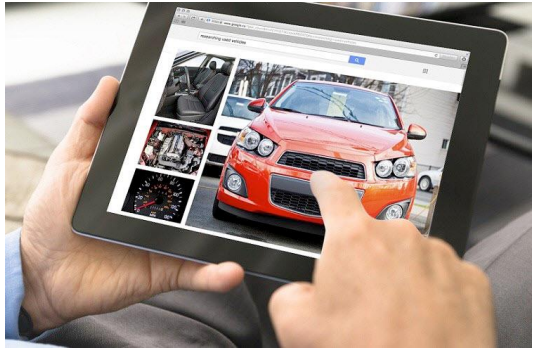
Have product data, videos and presentations available at the touch of a screen making the customer experience much more engaging.



Capture data that will help connect you with your customer for future contacts –
Best time to call them, by what method, partners name, drinks preference etc..

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Take the customer out to their car when you appraise it. Make them feel part of the process.

Valuable information about the customer can be captured from an appraisal and added to their enquiry.

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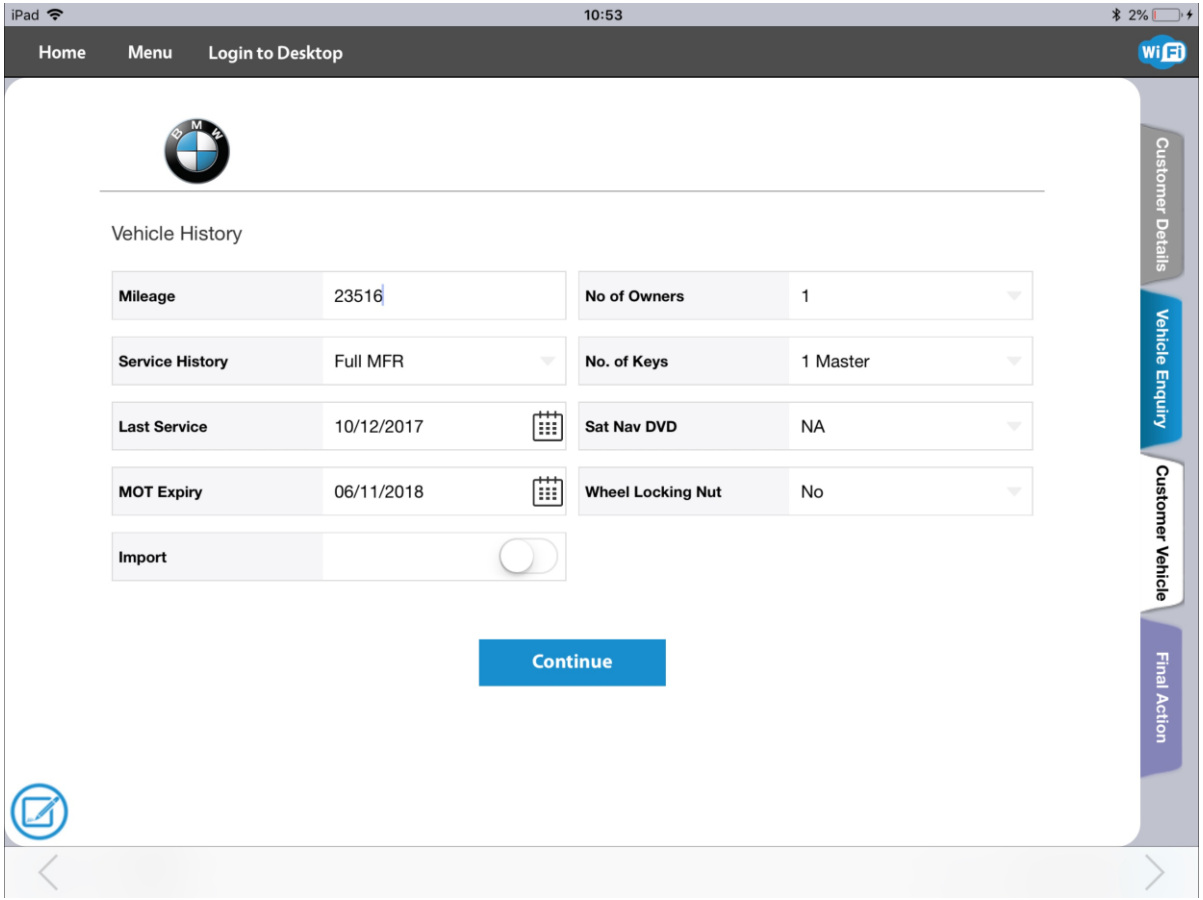
iPad
10:53
2%
Home
Menu
Login to Desktop
Vehicle History
Mileage
23516
No of Owners
1
Service History
Full MFR
No. of Keys
1 Master
Last Service
10/12/2017
Sat Nav DVD
NA
MOT Expiry
06/11/2018
Wheel Locking Nut
No
Import
Continue
Customer Details
Vehicle Enquiry
Customer Vehicle
Final Action

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Once enquiry data has been electronically captured it can be accessed and utilised -

- Sales and forecasting
- Part exchange vehicle data
- Receptionist/hosts for future showroom appointments
- Sales activity data sent automatically to group or OEM hubs
- Automated reporting emailed to managers
- Marketing department

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Internet continues to drive significant changes in automotive retail process

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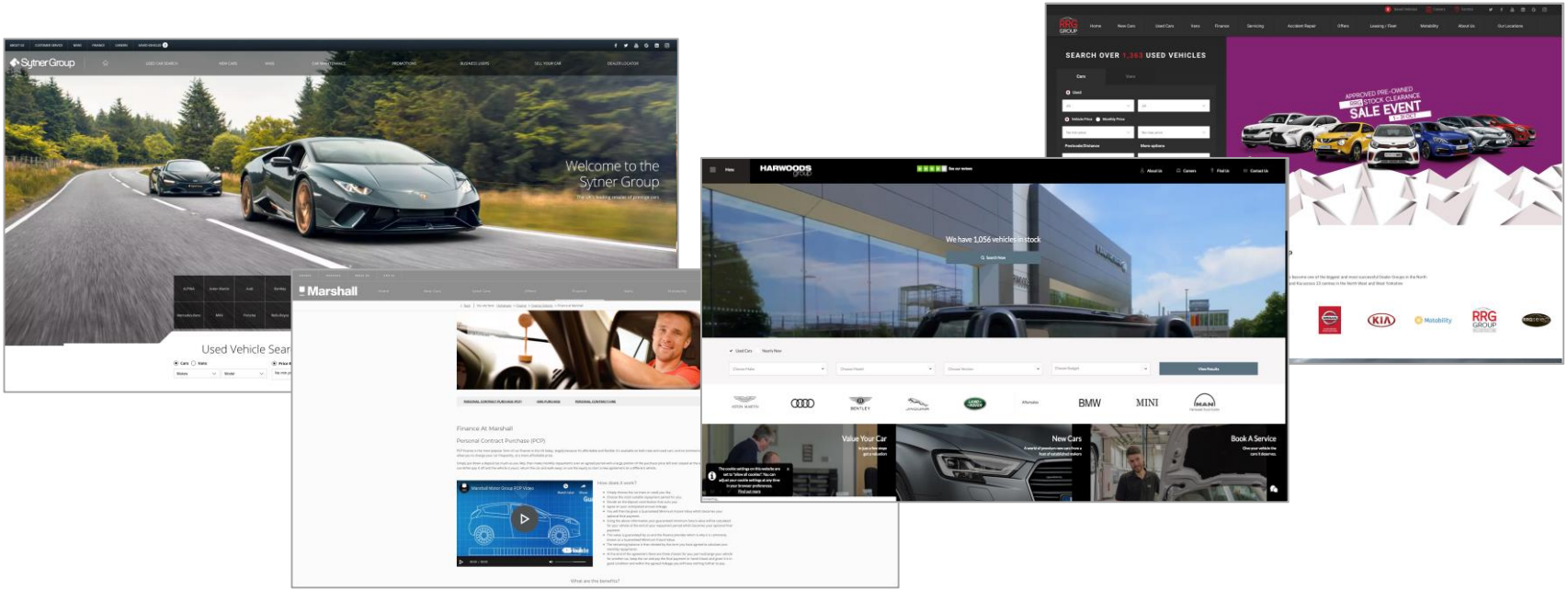

Internet enquiries up 16% year on year in September & October

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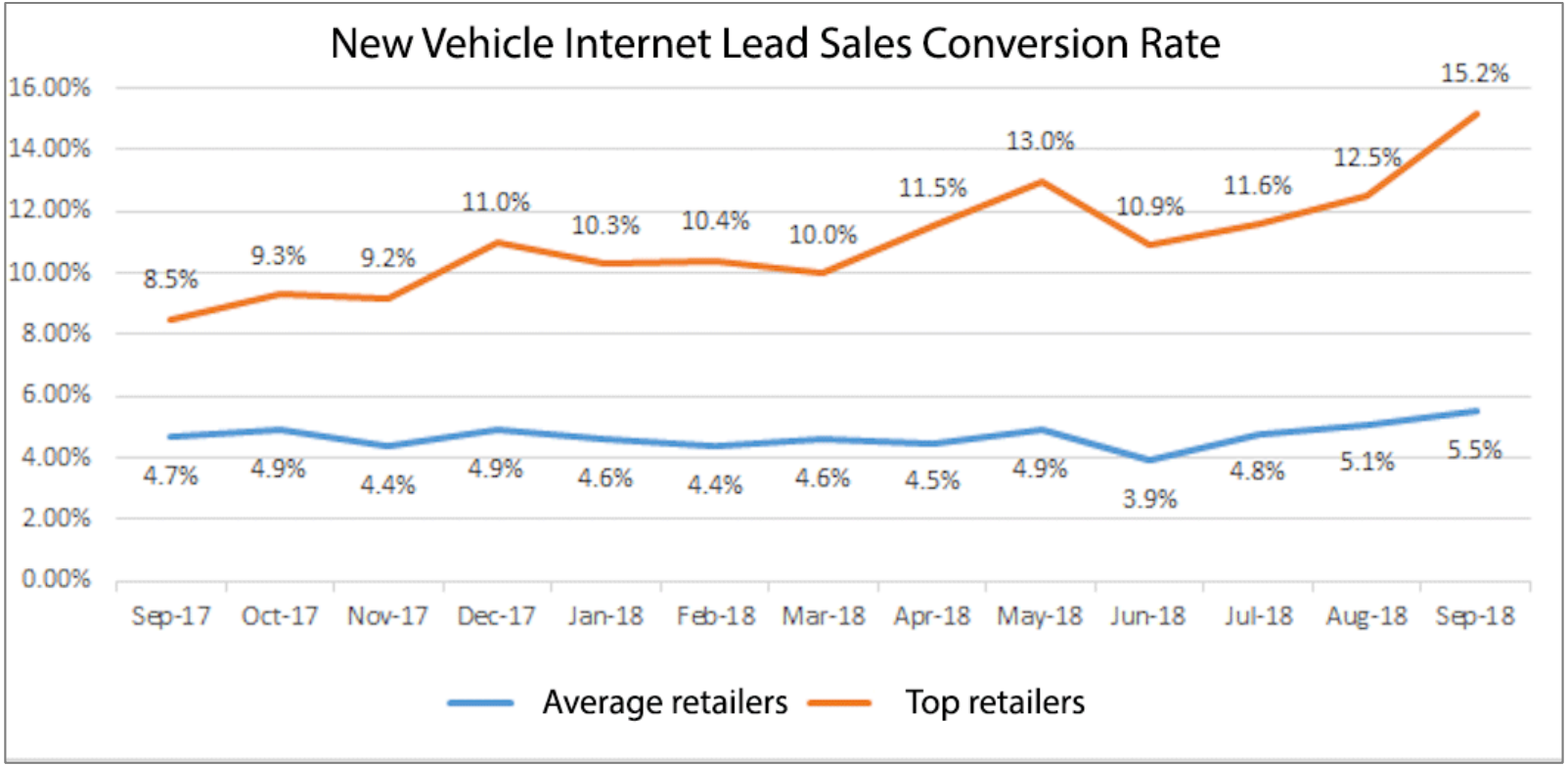
New Vehicle Internet Lead Sales Conversion Rate
16.00%
14.00%
12.00%
10.00%
8.00%
6.00%
4.00%
2.00%
0.00%
Sep-17
Oct-17
Nov-17
Dec-17
Jan-18
Feb-18
Mar-18
Apr-18
May-18
Jun-18
Jul-18
Aug-18
Sep-18
8.5%
9.3%
9.2%
11.0%
10.3%
10.4%
10.0%
11.5%
13.0%
10.9%
11.6%
12.5%
15.2%
4.7%
4.9%
4.4%
4.9%
4.6%
4.4%
4.6%
4.5%
4.9%
3.9%
4.8%
5.1%
5.5%
Average retailers
Top retailers

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- Make sure your internet leads are integrated into your LMS
- The customer expects a fast response, not just an automated email saying thank you for your enquiry, human interaction!
- Set your benchmarks on the progress of each lead and the key timings

- Lead allocated or accepted by a sales person
- Customer contacted and enquiry details captured
- Appointment/Test drive/offer/sale/lost sale

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Selling in the Hot Zone

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Customers arrive at retailers ready to buy having already configured their car, valued their part exchange and calculated the finance online.

Consumers have got used to a prompt and personal service, driven by greater data management across the retail sector.

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New Vehicle Orders 6 Month Period Across Volume & Prestige

	Days	0	1-10	11-20	21-30	31-40	41-50	50+
Total Orders	126,896	57,098	42,599	9,217	4,467	2,496	1,813	9,378
	100%	45%	34%	7%	4%	2%	1%	7%

79% of new vehicle purchases are made within the 1st 10 days

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Active Prospects New Vehicle

	Days	0	1-10	11-20	21-30	31-40	41-50	50+
Prospects	81,225	1,006	12,123	8,033	5,618	5,005	3,578	46,180
	100%	1%	15%	10%	7%	6%	4%	57%

16% of active new vehicle prospects are in the Hot Zone

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- Manage your teams enquiries through morning meetings, focus on the Hot Zone!
- Check your telephone logs to make sure all enquiries have been followed up
- Make sure your system doesn't get cluttered with customers that are no longer in the market. Only 1 in every 4 captured enquires will result in a sale
- Registering lost sales opportunities is part of the process, it is not a sign of failure
- Lost sales are actually opportunities to find out why customers have not bought

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Sharing data between 3rd party providers and retail departments is key to building a High Performance Sales Culture

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Lost Opportunities

No thanks

Lead Management System

BTC

JudgeService

Marketing Delivery
DATA DRIVEN MARKETING

In-House Call Centre

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- GDPR settings
- Salesperson who was dealing with enquiry
- Customer contact details – best time to call and by what method
- Vehicle of enquiry and enquiry notes
- Part exchange details
- Lost sale reason
- Last contact date

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- Pilot with 1 Retailer
- Exported customer data on 300 enquiries lost opportunities
- 120 customers contacted
- 43 appointments made
- 17 incremental sales recorded

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Integrating data with 3rd parties, lowering the number of systems a dealer has to use – finance houses, lead generators, lead responders, provenance providers, valuations, auction houses, FCA compliance will all add to a better user experience which ultimately mean a better customer experience

RAPID! Response®

BCA

cap hpi
FOR SMARTER AUTOMOTIVE DECISIONS™

CDKGlobal
Approved Partner

AutoTrader

GFORCES

CODEWEAVERS

TOYOTA
FINANCIAL SERVICES

VOLKSWAGEN
FINANCIAL SERVICES
FINANCE. FLEET. INSURANCE. MOBILITY.

Santander

blackhorse
MOTOR FINANCE

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- Data unlocks performance across all departments
- It allows visibility for everyone in the business from CEO, sales teams to receptionists it builds focus and accountability
- Understand the KPI's your business achieves between different methods of contact & SOE – Group & OEM leads, showroom, telephone
- Focus on activity in the Hot Zone - the first 0 -10 days

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Data Drives Results

50%
Increase
Captured Enquiries

35%
Increase
Demonstrations

18%
Increase
Order Take

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Core Values

Simplicity

Performance

Customer Focus

Focusing on 3 of our core values delivers additional profit and F&I penetration

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Thank You.