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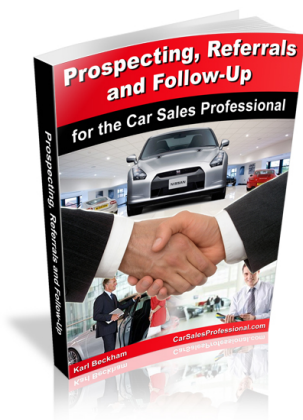


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Prospecting, Referrals and Follow-Up for the Car Sales Professional

Selling cars for a living can be a very lucrative profession, but it does require more than taking Fresh Ups to become a true car sales professional. This book will provide you with the theory, tools and strategies to become one those sales people that stands out from the pack when it comes to selling cars and making money. A six-figure income selling cars is more common than you may realize, but it does require some work.

The book you hold in your hands (or on your computer screen) comes from years in the automobile retail profession. I have lived, studied and researched the field only to discover that there is a great deal of room for improvement. There are very few car sales professionals that are willing to do the work and reap the benefits (money) that the auto industry has to offer because they are satisfied with the results they are achieving and unwilling to make the commitment required to become a very successful salesperson. The kind of salesperson that can not only make six figures a year, but one that will have a career that opens the doors to any number of opportunities that are related to the auto industry.

These opportunities are practically endless and include not only being a Sales Manager or General Sales Manager at a dealership, but opportunities with the hundreds or thousands of companies that serve the auto industry including after-market firms and manufacturers. There are many ways for the person that is willing to step it up a few notches to have a very satisfying and lucrative career in the car business.

The methods and techniques that I outline here are not only ones that I have used and refined over the years, but also those of other very successful sales people. You will find that these tools and strategies have been tested and tweaked until they have reaped the maximum rewards and the positive results that are available to those that are willing to go the extra mile and enjoy the prosperity that selling cars for a living has to offer.

When you make prospecting, getting referrals and great follow up part of your routine you won't have to be standing out on the curb waiting for Fresh Ups. You will be talking, emailing, and working with car buying customers that will pay you handsomely for your time. The time will pass quickly, you will make more money and your closing ratio will skyrocket. Your income will be more stable and consistent and the peaks and valleys or external influences will have little effect on your income. Your business inside a business will grow and prosper year after year along with your income and you will be amazed by the results. You will enjoy knowing that you are in control of your earning capacity and **not** be controlled by the amount of traffic that the showroom receives.

Today in the Car Business

The way we sell cars is always changing. Technology, computers and social networking has had a great influence on the methods we use to make a deal and it will continue to change because it is driven by dollars, the dollars that dealerships are willing to spend to find a better way to sell more cars and make more money. I am not saying this is a bad thing, I am just stating a fact. There are hundreds of companies that are toying with and creating alternative ways for people to sell cars, present numbers, close deals, create more showroom traffic, sell accessories, respond to more leads, generate more repeat customers and practically anything else that can be thought of to sell more cars, more profitably.

They are doing this because there are not enough salespeople that are true car sales professionals. Most salespeople are not willing to do the sales prospecting, referral generation and follow-up work that can maximize the potential of the market. Too many salespeople are complacent and satisfied with their results and income. Dealerships value and give much more freedom to those that are willing to break away from the pack and do the extra work that it takes to make them a top producer. They are more lenient on these salespeople and they offer them more perks and benefits because they are consistent month in and month out. In other words they take care of those that take care of them. Being at the top of the board month after month has many rewards that go beyond income and these rewards can be yours when you maximize the opportunities that the car business has to offer by prospecting, gathering referrals and doing great follow-up. So what will it be, mediocrity or money, success and appreciation? It's up to you, all you have to do is choose.



Prospecting

Prospecting for customers is much more than a task you do now and then when you have time, it is a way of thinking, a mindset. You must make prospecting and soliciting for referrals part of your daily routine both at work, in your personal life and part of every sale you close and deliver. You should be prospecting in every part of your life whether it is running

errands or attending a social event. You need to eat, breath and sleep prospecting to make the most of these methods for acquiring future car buying customers.

Stress the importance of getting referrals to all of your customers whether you sell them or not. Tell them that in order to make decent a living in this business you need referrals from your customers. Customers that you take care of, assist and appreciate. Tell them that selling one car doesn't pay the bills, but taking care of your customers the way that you do provides you with future business that allows you remain in the car business and help others get a great deal. (This will also help you close some deals.)

A Friend in the Car Business

Very few people enjoy going to a car dealership and buying a car. They like getting a new car, but most of them despise and dread the process of buying a car. They are at a disadvantage and they know (or believe) that the salesman and the dealership are going to take advantage of them. That is the reason that the Internet has had such a large impact on our industry. They want a friend in the car business that they feel they can trust to help guide them and look out for them when they buy an automobile. This is why prospecting, referrals and follow-up are such an important part of being a very successful salesperson. Human nature makes it easy for you to achieve phenomenal results with a well-orchestrated system because you can be their ***Friend in the Car Business***.

It's not rocket science, but it does require some work, the work that most people are not willing to do. At first it may seem a little overwhelming, but once you get yourself adjusted and on a schedule you will be amazed at how easy it is to drive customers to the dealership asking for **YOU** and **ONLY YOU** to sell them a car.

A Friendly Warning

I must warn you that none of these methods or techniques will bring you overnight success. There is no quick fix or instant success when it comes to creating a steady and continuous stream of buyers. Like I have said over and over in my posts, articles and my book "How to Make Six Figures Selling Cars" that being a car salesman is like having a business of your

own. So we are building a business and you don't build a successful business overnight. A successful business is built over time with continuous effort and the same goes for being a wildly successful car salesperson. I am not talking about average success; I am talking about BIG success and a path to bigger and better things that include BIG BUCKS.

When you learn how to build your car sales business you will not only make BIG MONEY, but you will also be in demand. You can live anywhere and work anywhere when you understand what it takes to sell cars. As I said earlier, being successful at selling cars requires more than taking "Fresh Ups. Your book of business is a testament to your success and every dealership would want you to be part of their team. You can do it, others have and YOU can too!

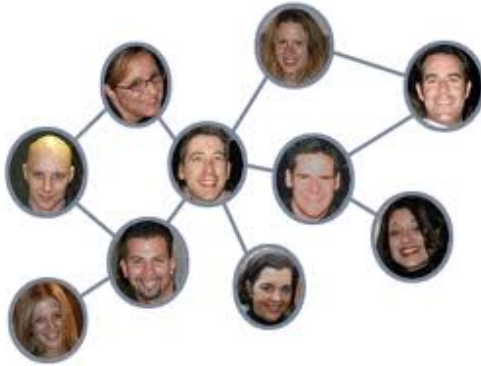
The Nature of the Beast

Whatever profession you can think of has those that are at the top, those that are barely holding on and the bulk of them are somewhere in the middle and it is no different in the car business. Where do you want to be, Top, Middle or Bottom? The simple fact that you are reading this book says something about you and that something is that you are not satisfied with the norm. You want something better for yourself and your family. You want a better way of life and that you are willing to do what it takes to come out on top. Bravo, give yourself a pat on the back because most salespeople don't get this far. They are willing to settle for less, but not you.

Most people want to be accepted, part of a group, want to be special or get special treatment and you can see that that statement is true by observing the social media phenomena going on in the world today. Now combine those wants and needs of the average consumer with the prospecting techniques, referral methods and follow-up strategies that you will learn here and you will come out on top. You will be one of the 1% to 3% of the salespeople that are doing that little extra that will set you apart from the crowd while providing you with a very handsome income.

Prospecting: to search or explore (a region), as for gold, a potential or likely customer, client.

There is gold out there and prospecting for car buyers is a way to bring it home. OK, you got me sometimes *Prospecting* is a crapshoot, but it will definitely bring you buyers. Granted it will also bring you lookers, researchers, mooches and time wasters, but these are the people that will enter your sales funnel at the very top and then you will need to qualify them just like every another other prospect.



Networking

You have probably heard it before, but I am going to say it again; tell everyone you know and ask him or her to tell everyone they know that you sell cars for a living and you are there for them if you can help in any way. They don't have to be friends or family they can be the dry cleaner, the waitress at your local hangout, barber and anyone else. When I said tell everyone. I MEAN EVERYONE! This is an Old School prospecting technique, but it works.

Any club, association, church, school district or local park district activity is loaded with people that need or will need cars at some point. Everybody buys cars at some point in time and when they do you want to be their ***Friend in the Car Business.***

Friends and Family is Just the Beginning

I have sold cars to many people that I have never even met or talked to from prospecting. Many of them never even called me; they just came in to the dealership and wanted to see me when they needed a car. They were

friends of friends, relatives of friends and co-workers of friends and acquaintances. They wanted a ***Friend in the Car Business***. Some might say they were referrals, but I don't consider someone a referral unless someone sends them to me that I sold a car to in the past. Sometimes the line can get blurry as to what is a prospect or what is a Referral, but either way they are coming to you to buy a car which is what really matters.

I get phone calls from all sorts of people that looking for a favor that has something to do with cars, but you learn to separate the good prospects from the time wasters quickly after you take a few of these calls and try to help them. They will call you when they need repairs, have bad credit and every other reason you can think of when you are their ***Friend in the Car Business***. You will learn very quickly where to direct some of these calls and what to say to the time wasters while you give the real prospects your undivided attention.

Warning: Old School prospecting is great and it will provide you with car buyers, but that on it's own is not enough. The more you put in to this Old School prospecting method the more you will receive, however it has limitations. I don't mean that you should skip this method because it does work, but I am saying that it will only provide you with a limited number of your buyers, but they all count. I guess it really is a relative number because it depends on how many cars you sell or want to sell. Some months I have sold 3 or 4 cars with this type of prospecting and other months none. But one thing I can tell you for sure is that they certainly helped me hit an extra bonus level that I would not have reached without them, not to mention the commission on each sale.

What Kind of Deal Do I Give a Prospect or Referral Buyer?

One of the first things that come to the mind of the car salesman is whether or not you have to take a short deal when they are selling to friends or family. This is an area that you will have to consider on a case-by-case basis. People understand that you and the dealership need to make a profit. You need to remember that is not always about the deal, but rather how they feel about it. Some people will feel good about paying a fair profit and others aren't happy unless they know that you and the dealership aren't making a penny.

Obviously you will probably want to make sure your direct family members get a fair deal, but when it goes beyond that you don't need to give away the store. You need to make them feel like they are getting a great deal by providing value and letting them know that you appreciate their business just like you would with any other customer. It's all about their perception.

Check with your General Sales Manager or GM because most dealerships have a program in place for friends and family of the dealership's employees. All dealers are different and have different policies where this is concerned. I have seen some dealers charge new car buyers a few hundred over invoice, some at invoice and some at invoice less holdback, but used cars have a slightly different discount. So check with management before you get in too deep.

Prospecting With the Internet

Sure the Internet hasn't made our job any easier, but there is a bright side. Everybody is online today even Grandma has email address and probably a Facebook account. So rather than bitch and moan about how the Internet is hurting your sales and commissions lets take advantage of it by putting it to work for you. The Internet isn't going away anytime soon so I will show you how you can go ahead and use the power of the web to bring you more customers.

When people start looking for a car online (which is nearly 90% of them) and they don't all fill out an online form with their information that ends up in the Internet Department. They are doing research, checking prices, setting budgets, looking for specials and trying to determine what dealership to visit.

OK, lets just clear this up right now, not all car buyers' use the Internet to get prices because they are mooches. Sometimes they are just shopping around for makes, models, colors and accessories. They are still plenty of people that come to the dealership without three different quotes or after talking to the Internet Department at your dealership. They want to make sure they are going to the right place and selecting the right vehicle. Your mission will be to get them to come to your dealership and ask for you. The

good news is that you can do that when you harness the power of the Internet by using the methods you will find below.



Consumer Reviews

Practically every car dealer in the world is aware of dealer reviews that get posted to place like Google Places, Yahoo Local, Dealer Rater, Yelp, Facebook, and even the online Yellow Pages. Some dealers don't pay attention (big mistake) and other are proactive and have embraced the practice of asking the happy customer to go and review their dealership and talk about their experience. I have even heard of dealerships that spiffing their salespeople when one of their customers posts a positive review about their car buying experience. Whether your dealership is actively requesting customers to post reviews or not you can and should ask them to do so.

Many customers are checking online reviews today and when your name and your dealership come up in their searches that are loaded with favorable reviews you win. You don't want to ask every customer to go online and post a review, you only want the ones that are very happy and pleased with their purchase and the job you did for them. Ask them to use your name and the dealership's name so it will come up in the search results for them to read. Granted potential customers won't be searching for your name, but they will search for the dealer's name.

You want to be sure that your favorable reviews are not all placed on one site, but rather several of them on every site that is listed here. Visit each one of these sites yourself and see what people are saying about your dealership. Bad reviews happen now and then, but if there are 10 good reviews for each bad one they won't be taken very seriously. You will also find that reviews are always dated so it is important to make this a regular activity in order keep them from getting stale.

Google Places <http://www.google.com/places/>

Yahoo Local <http://local.yahoo.com/>

Dealer Rater <http://www.dealerrater.com/>

Edmunds <http://www.edmunds.com/dealerships/loccalisting...html>

Cars.Com

<http://www.cars.com/go/dealers/reviews/versions/drIndexAlt.jsp?page=2>

My Dealer Report.com <http://www.mydealerreport.com/rateDealer.php>

Car Dealer Check <http://www.cardealercheck.com/>

Car Dealer Reviews <http://www.cardealerreviews.org/>

Dealership Ratings.com <http://www.dealershipratings.com/>

Yelp.com <http://www.yelp.com>

When a potential car buyer finds your name appearing over and over on several websites that host car dealer reviews you will better your chances of having them come in the dealership looking for you. Again this is not a one-sided plan for attracting customers, but rather one more piece in the puzzle. This will not only help you, but it will also help the dealer and when there is more traffic there is more opportunity for everyone.

Don't get any ideas about stuffing the site with reviews that you do yourself because these sites are tracking IP addresses and will toss them out or worse. I am sure you sell enough cars to happy customers that are will to post a favorable review on their own. The last thing you want is something published on a site that says a certain dealership has been caught posting phony reviews.

This works and I have had many people tell me about customers coming in and asking for them because they saw their name listed on a dealer review site. This won't drive them in in droves, but it may provide a deal or two a

month, which is more than you, are getting from the web now. They all add up at the end of the month.

What If You Get a Bad Review?

Sometimes no matter what we do for the customer and how good a deal they got you can still get a bad online review from a customer. Sell enough cars and you are bound get a customer or two that is unhappy about their purchase. Typically the customer rip on the dealer and the staff, but they don't usually mention the name of the salesman. However it can happen and when it does you need to take steps to neutralize the review.

Depending on the situation you should probably get the General Sales Manager involved and then try to satisfy the customer by calling them. Any dealership that is worth a damn will go the extra mile to make them happy in order to get them to remove their review. A few free oil changes, an apology or even taking a car back is usually cheaper than letting a nasty customer's rants sit out on the World Wide Web for everyone to read. Unless you are the problem most GSMs will take the steps needed to make it go away.

However if you have done all that you can with your GSM and the customer uses our name you need to put together a well-written rebuttal. Almost every site that posts car dealer reviews will allow for your side of the story. Your rebuttal should say that you are sorry they feel that way and that they have been contacted by the GSM (if they have) in order to resolve their dissatisfaction. Don't be cocky or snotty, just try to make them sound like they are unreasonable and that the dealership has offered PRACTICALLY every solution to appease them only to be rejected. Write it out before you post it online and ask several people to read it before it is posted. You have a personal interest in this matter if your name is mentioned and you don't want to come off as cocky or like a "Typical Car Salesman" where a potential customer might side with the upset customer. Be sticky sweet, but don't overdo it.

Book of Business – Internet

In the days before Internet there was a term known as a "Book of Business" which was a collection of letters, photographs and recommendations that

the salesman would keep at their desk to show potential customers. A scrapbook if you will that displays you, the car salesman in a favorable light. It is still a good idea to have a scrapbook around, but it does not have as much value as it did years ago.

The Internet is where you want to create a book of business today and the possibilities are practically endless. I will cover some of the most popular ways to create your “Book of Business” online and the best part is that you don’t need to spend a dime to get your name out there, which will bring some business to your doorstep and coin to your pocket.



Facebook

I am sure you know of Facebook in fact, I don’t think there is anyone that doesn’t at least know about it even if they don’t have an account there. Even if you don’t have an account on Facebook there are millions of people that do and they spend time there everyday and these same people usually drive cars. The kind of cars that need to be replaced from time to time so you might as well make use of this precious resource.

You can setup an account at Facebook for FREE and display text, photos, videos and links that can help you become **“A Friend in the Car Business”**. Most car dealerships today already have a Facebook page which you can link to and display links to your page.

You can use your existing Facebook account the way you currently do, but there are other options that will help make a name for yourself in this social community. You can create a page for yourself as a car salesman the same way a business does and use it to post pictures of happy customers. Your page can be named any number of ways like “JoeSmithTopChevySalesman” or “FordTruckExpert” or “CarSalesExpert” you name it, as long as the name is available you can use it.

The best part is that this information is available for anyone to see even if they do a Google search. Write posts on “Buying a Used Car”, “New Car Buying Tips” or “Simple Tips for First Time Car Buyers”. Be sure to use the name of your dealership, the town or cities that you serve and of course your name. You want to use those terms so when people search from your area where customers are located your information will appear in your search results.

When it comes to prospecting via the Internet you should know that it takes time to be indexed and the longer you are out there and the better the information and the easier it will be for you to be found. This is not a quick fix it can take months and/or years to be indexed for your specific area.

Don’t use Facebook like you would advertising space, it is a Social Network and pages filled with nothing other than ads and posts about Sales Events at your dealership do not provide value for the reader. There are whole books written about using Facebook so I won’t use up too much space here, but the Car Salesman is like a business inside a business and you need to treat it as such. Build your business over time and with consistency.

Changing Dealerships?

Things can change and you may want to move to another dealership so what do you do with your Facebook page? You change out the links and the names as you see fit. You still sold the people that are shown on your page so you can still display their pics as long as they are your pictures and not the dealerships along with other items that show you in a positive light as a Car Sales Professional. If a change is in your future you should be very careful about the name of your page. It may be wise be more general than specific by staying away from a particular brand.

Create a Website or Blog

You can setup a website or a blog very easy today and you can do it without spending any money. Remember what I said earlier you are a business inside a business and if you don’t have a customer in front of you

consider yourself unemployed. We work on commission and that means that we need to get as many people in front of us as possible by whatever means possible.

The average car buyer is looking online for answers, assistance and information before they visit your lot and it is said that nearly 90% of them are using the Internet to help them make decisions when it comes a purchasing a vehicle. Decisions that not only include pricing, but car buying tips, colors, options and the most important decision of all to you and me is where they will visit or buy. You need to be where people are searching for answers and that is the Internet.

But I Am Not a Web Designer

Today you don't need to be a web designer to create a website or blog all you need to know is where to go. You don't need special skills or training to put together and maintain a website or blog that will attract buyers, if you know how to use email and have a computer with an Internet connection at your disposal the rest is easy. I will layout how you can easily create a site that will not only rank well in the Internet search engines, but it will also provide you with the credibility and trust of car shoppers which is one the major hurdles to selling cars for a living successfully. It won't cost you a fortune or anything if you choose and all you have to provide is a little time and car sales experience on a regular basis to build your 24/7 prospecting machine.



Creating Your Car Salesman Website

My favorite tool for creating a blog or website is Wordpress.com because it is easy to use and easy to find answers to your question. There several others such as Typepad.com, LiveJournal.com, or Blogger.com that will do

what you want to do and have many resources to help on your way, but I started years ago with Wordpress.com and I am very happy with the platform they have. You are welcome to check out any of the others and see if you prefer one to the other, but I will be providing the links and information that I am familiar with which is Wordpress.com.

<http://Wordpress.com>
<http://Typepad.com>
<http://Blogger.com>
<http://LiveJournal.com>

Choices to Make

When it comes to setting up your Internet property there are a few choices you need to make first. One will be if you want to spend a little money or you want to do it without spending any money. You will be the one to decide this based on your situation and your commitment to being a car salesman and having a website. There are a few advantages to paying for your own domain and hosting such as it is your name forever no matter what happens at the free sites. They are quite stable and I don't see any changes coming, but you never know what can happen. You are also limited on the plugins and optional features on the free sites, but all in all they will do the job just fine. There are many highly recommended blogs and sites that receive a large number of visitors every day that have a free site or blog at Wordpress.com and the others.

Try it Out for Free

If you are not sure whether you want to make the commitment of paying for a domain registration (which is about \$16.00 a year and hosting which is about \$7.00 a month) you can start by going to <http://Wordpress.com> and setup a Free blog and all you need is an email address to get started. In fact this may be a good way for you to start and get familiar with the idea of adding content, pictures and posts and using the Wordpress software.

You can also visit <http://Wordpress.tv> for all the videos you can watch about setting up and using your website for both the free version and the paid "Self Hosted" versions.

If after you use the free version and decide to setup a paid “Self Hosted” site you can do it easy enough through Wordpress.com Premium Features or any other hosting company. A few that come to mind that have very good ratings are GoDaddy.com and BlueHost.com.

Selecting a Domain Name for Your Web Property

You will need to choose a domain name for your site because it will become your URL which is your web address. If you decide on a free site at Wordpress it would be www.yourname.wordpress.com and if you decide on “Self Hosting” your domain name will be www.yourname.com or .net there are other options besides .com and .net, but you will be better off with .com and if you must you can use .net. The .com designation is primarily for business and by far the most recognized.

I mentioned earlier that I would stay away from including a brand name or dealership name in your domain name because one day you may want to leave for another store. Also some the automakers can legally keep you from using their name on your website. You will find that many of the car buying domains names are taken so you may have be creative or you could just use your own name for your site. Spend a little time surfing the web and looking at sites before you purchase a name that might not work down the road.

Themes for Your Website

There are tons of free themes that are available for your Wordpress site that can be found right at Wordpress.com that will accommodate practically everyone. A theme is the way that the site is laid out, colors, patterns and where pictures and text will be located. You can experiment with several different themes before you choose the one that is right for you.

Getting Help for Your Site

Any questions that you have about your Wordpress.com site can usually be answered by watching the numerous videos available at Wordpress.tv. They have easy to follow videos and tutorials that will show you every step and then some. There is a forum a Wordpress.com too so you can ask the community ay kind of question that arises. You will also find a ton of

videos about setting up a Wordpress site at [YouTube](#) just search for what you need and include Wordpress in the search. Millions of people are using Wordpress worldwide and there is plenty of information on the subject.

Content for Your Car Salesman Site

The content on your Wordpress blog and website will either go on a page or a post. The difference between the two is that a page is considered to be a permanent part of your site and should be accessible from a menu bar or header on every other page. Pages take longer to get indexed by the search engines, but they are the foundation of your site and will continue to be indexed for longer than a post.

You should post important information on pages and posts should consist of news or special events. You will want the front page of your site or blog to be a static page which means it will always show when you someone enters your domain name. This page can contain photos of cars, the dealership where you sell, scenes around the area and what your page is all about. The other pages and posts on your site can consist of the following.

About Page: This is a page about you, what you do and where you do it. It should include a nice looking professional picture of yourself dressed neatly and business like. This will also help you keep you from getting skated so the customer will recognize you when they come to your dealership. This is the ideal place to write about your experience and anything else that will make you look like a car sales professional.

This could also be a good place to show your C.S.I. rating from any manufacturer (if it is good). You can copy the page or sheet that displays your current rating to show what your customers think of you.

Customers Page: This the page where you want to display pictures or even videos of your customers. Snapshots of customers at delivery standing next to their new vehicle and smiling can do wonders. You can also place copies of any letters or Thank You notes you have received from customers for the world to see and read. This page is all about your customers, but do not make up things about them or put words in their mouth. If they think you are the best then have them write it on their

delivery sheet and sign it, then make a copy, but do not use your own words only theirs. Customer quotes about you and their experience should be in writing to avoid any problems down the road.

Videos are great on this page and especially ones where they are talking about how great you are. Then there is no question about what they said. You can host the video on YouTube for free and then embed the code from YouTube to display the video on your page. I will talk more about YouTube a little later.

Bird Dog Page: This is a page where you should talk about the Bird Dog program that is in place at your dealership. Explain to them how it works and what they can do to earn themselves a few extra dollars by sending you a customer that buys a car. To take make it look even better you could place a couple of pictures of people that have received a Bird Dog check from you. Pictures of happy people always looks good on a website.

Contact Page: This will be a page for contacting you that should include a phone number, email address and a street address to your dealership. You can also show a map and a link for them to get directions from Google, Yahoo or Bing Maps. You will also want to show your schedule so they make sure they visit when you are available. You could also use a Contact Form, which is easy to set up on Wordpress with the use of a free plugin that you can find at Wordpress.com.

Assorted Pages: This is where you can let your imagination take over, some suggestions for articles might be:

Leasing Versus Buying a Car

Maintenance Tips for Your Car

Fuel Saving Tips

Tradition Oil Versus Synthetic Oil

Lowest Gas Prices in the Area

Vehicle Comparisons: Compare a vehicle you sell to the closest competition. You can find the advantages of your vehicle over the competition at the manufacturers website.

Car Buying Tips – But be careful with this one.

Car Buying Questions and Answers: You can list the most common questions that car buyers have and answer them.

There are many items that you can write articles about that will show that you are there for them when it is time to buy a new or pre-owned vehicle.

Do not put up articles on your site that you have found somewhere else, instead find articles and rewrite them in you own words. Search engines will know where your articles are exactly the same as some other website and then they won't get indexed. Even if you are a terrible writer ask a friend, wife, girlfriend or boyfriend to help you rewrite them.

Posts: Posts can be about all kinds of things that are happening to or around you, your dealership, your community and the auto industry. You can easily find news and information at any automaker's website that you can rewrite. Just make sure you rewrite them in your own words.

Links: These will be hyperlinks to other websites. You can have links to your dealership's website, your Facebook page, your Twitter page and a YouTube page or video if you like. These links can take them from your page to those sites or they can open in a new page, which will keep them on your site, which is much better than them going away and having a hard time getting back to your site.



Keywords are the Secret to Getting Found on the Internet

There are millions and millions of websites out there and the way to get found is by using keywords. Keywords are the words that people put in the search engines like Google or Bing when they are trying to find something. The words that you think are obvious are not always obvious, but the good news is that keywords that are based on location are much easier to rank than the generic words.

To illustrate I will use a term that is often searched on the web like “Car Dealer Review”. This will provide you with lots of places where you can find reviews and lots of them, but if you search for a term like “Ford car dealer review Indianapolis” there will be much less competition. So what I am telling you is that you want some of your pages to contain keywords like “car dealer review your town”, “top car salesman your town”, “best car sales your town”, “great car deal your town” etc. Keywords should be used approximately once every 100 words. So if your page contains 400 words you should use the keyword at least 4 times. Don’t stuff your article with your keyword over and over or the search engines will think it is spam and keep it out of the index and search results.

The search engines today are very good at determining if an article or post is of value and if it is duplicated on the web. Write your content for your reader and use keywords that also contain your city and nearby cities that you serve. On customer pages where you show their pictures use the city where they live and your name and the dealership name.

Remember people will usually be searching for the dealership name because they don’t know you yet. So focus your content on reviews, location and brand.

Here are some links for learning more about basic SEO (Search Engine Optimization) for Wordpress. These links might be helpful to you and they are free also there is tons of free information available all over the web.

<http://www.jimwestergren.com/seo-for-wordpress-blogs/>

<http://www.netchunks.com/4-basic-wordpress-seo-optimization-tips/>

<http://www.webuildyourblog.com/2466/basic-wordpress-seo-tips-everyone-should-follow/>

<http://www.seoconsult.com/seoblog/search-engine-optimisation/keyword-basics-in-a-nutshell-3.html>



You Tube

I don't think there is anyone left in the world that does not know what YouTube is, but if you are one of those people you should go there now and check it out YouTube.com. There are videos on practically anything you can think of and you can place your video there for free.

YouTube has become one of the most powerful search engines on the web and the results are showing up on Google search. More and more people are going to YouTube to search and find not only videos to watch, but these videos also contain links to their websites. Dealerships have been turning their inventory pictures into videos and placing them on YouTube for years because it gives them more exposure and creates links to their website. However it doesn't provide as much exposure as they would like because there aren't too many people looking for a video of a 2010 Ford Fusion and if they were they would probably find thousands of them.

But a unique video such as a customer talking about how good their car buying experience was at your dealership and how helpful their salesman was could show up in search results if you title it and describe it properly.

YouTube for the Car Salesman

The whole idea of using the Internet for the car salesman is to gain exposure and YouTube is one of the ways that you can get that exposure.

You can pick up a Flip video camera for under a hundred dollars or many cell phones contain a video camera that you can use to make videos. This is something you will need to experiment with and decide what is best for you. You don't need to produce television quality videos to achieve the results, just take a look at many of the videos on YouTube and remember you don't need to have a full length film either. Any where from 30 seconds to a couple of minutes is best because the public has a short attention span today so very often the shorter the better as long as you get your message across to the viewer.

Ideas for Videos include customer testimonials talking about their car buying experience with you, you talking about the service you provide for your customers, you doing a walk around on a vehicle and anything else that might display you in a positive light that would want to make a customer email you, call you or come to your dealership and ask for you.

Posting Your Video to YouTube

Getting your video on YouTube is very easy all you need is to sign up for a free account with your email address. Again I will remind you that you should use a personal email address and not a dealership email in case you ever change dealerships. Once you log on to YouTube just follow the easy directions for uploading your video. Now that you uploaded your video you need to provide a title, a description, tags and a select a category.

Your title should include your "keyword" that people will use to find you and still pertain to the video. Depending on your video it might be "Car Buying with Your Name in Your Town", "Your Dealer Name Reviews with Your Name", "Good Car Deal at Your Dealer Name", "Best Car Salesman in Your Town" etc... You can refer to the section of keywords that I talked about earlier.

The next section that you will need to fill out will be the description. This should include what the video is about and it should also contain a link to

your website or your dealerships site along with terms that match your title and keywords. Your link will go in the description area and it needs to be done like this <http://YourWebsite.com>. This section can consist of a single sentence or a several paragraphs, but the more the better because this is what search engines will use to place your video in the search results. The final section that you will need to fill out will be the tag section. This are words that people will search for and they should pertain to your video, title and description. Make sure you use keywords, your name, dealer name, dealer city, brand of car, car salesman, review and the like. The last thing you need to do is choose a category from a drop down menu, which will be “autos”.

Now you are done and your video and it will show up in the search results after a few hours, days or weeks depending on the competition. You will find a link that you can use to post your video on Facebook and you will also find an embed line of script that you can use to have you video displayed on your website without having to download it to your site. For more details on displaying a video on your Wordpress site see Wordpress.tv for a video.

People like videos more than they like reading so you would be wise to get over being camera shy if you are and start making videos that make car buyers want to contact or visit you for their car buying needs. These are things that will make a difference when it comes to being a top car salesperson now and in the immediate future. The world is changing at an amazing speed and you need to be out there if you are going to make the big bucks selling cars.



Twitter for the Car Salesman

Personally I don't see too much value in Twitter for the car salesman and many people may disagree with me, but that is my opinion. The way I see it Twitter is a personal network to see what people that you are following are saying on Twitter. Not the world, but only those that you follow and those that follow you. You should sign up for Twitter since it is free and

you can place a link to your website, but unless you have a group of people that you are going to monitor and they will monitor you it is probably of little value. You can place your links to new posts and pages on your website, but other than that I don't see too much value as far as attracting car buyers.

I am sure there are exceptions, but you will have to prove it to me before I will be fully onboard with Twitter for the car sales professional.

Driving Traffic to Your Car Salesman Website

You can build the best website in the world and not get traffic unless you let the world know you are out there. Search engines will bring you traffic, but there are a few things you need to do other than get your website up and running.

There are numerous books, blogs and websites that contain information for driving traffic to your website, but who has time for that we have to sell cars, so I will sum it up for you. Search engines and especially Google determines the quality of a website based on several criteria as follows;

Maturity: How long your website has been around as compared to the competition. Websites that have been around for years are considered more stable and respected as a good source of information. Obviously your site is going to be brand new, but the longer it remains on the Internet the better it will rank as long as it has the other elements of a good website.

Inbound Links: Inbound links are links on other websites and blogs that link to your website as compared to the competition and their quality. This where the work comes in because a website that has multiple inbound links from sites that are well respected and have lots of traffic are the best links. These types of links can come from any number of sources including places like Facebook, Twitter, directories, forums, and whole list of other places. When you are a member of an online community you can usually insert your link in your profile, which can only help your search ranking, but it can also provide you with traffic. I mentioned earlier about putting a link in your YouTube videos, which is another great source of traffic. It's all about getting your name and link out there for your specific area and brand of vehicle.

Content: The content of your website is important and so is the quality as compared to the competition. Simply copying articles off of other websites and placing them on your own will do you more harm than good because the search engines will know that it is a copy from another website. An article or a post that is written in your own words that is on subject will often rank better than an article written by a writer that is merely rehashing a similar article on the web. Your grammar need not be perfect as long as you can get the idea across to your readers. Pictures can also help your ranking and especially if they are your original pictures and not something you swiped from another site. The pictures you use in your post and articles should use a name that is the same or close to your keyword. When you post a picture on a Wordpress blog it will have a spot for the “Alt Tag” and your keyword should be used there.

The good news is that your car salesman site should have relatively low or no competition in your specific area as long as you use the right keywords and stay on topic. Make sure you stay focused on your city and state along with the towns you serve from the area. Mention those cities and town in your posts and articles not to mention your pictures and posts of happy customers that you sold a car to previously. Mention where they are from, what kind of car you sold them, the name of the dealership, especially your name the word review or reviews because that is what people are searching for on the web. When it comes to how much traffic you should expect don’t think you are going to see hundreds of visitors a day. Your site is local and if you get 10 to 20 visitors a day that you will be doing well.

Recap: Internet for the Car Salesman

The places where you can get exposure on the Internet are practically endless. You become a member of forums and websites for the consumer, forums on the specific vehicles you sell, social sites, photo sharing sites, video sites other than YouTube and well written comments on blogs where there is a spot for your website are also great places to get links to your site. Yes, all of this takes a lot of time, but you don’t need to do it overnight. A website that grows a little bit every week or month over time are favored by the search engines. Consistency is more important than

quantity. If you can do a little bit every week after a year you will have a well ranked website that will generate leads for you from people that want to buy cars.

Prospecting Orphan Customers

Every car dealership has Orphan Sales Customers, but very few sales people take advantage of the tremendous possibilities that exist from these orphans. In fact most people don't want to bother because they didn't sell them their last car or they don't see the value in prospecting orphan customers, but they are letting opportunity pass them by.

Go to almost any car dealership and take a good look at their daily sales and you will discover that they are selling customers that have bought from them in the past. Customer that bought cars from salespeople that no longer works at the dealership. They might be regular service customers and some of them have not been back in years, but they decided to come back to the same dealer that sold them their last car. It might be that they live close, work nearby or that they spotted a car on the lot when it was time to replace their current ride.

Whatever the reason may be they are coming to the dealership and working with the first salesman that Ups them because they don't know anybody there and no one has been keeping in touch with them. The closing ratio on previous customers is different at every dealership for a number of reasons, but based on personal experience the closing ratio is somewhere near 60-70%. These people don't have a friend in the car business and they would like to have one so they choose the next best thing, which is the last dealer that sold them a car.

There are dealerships that spend thousands of dollars every month to market to previous customers because they know that that repeat customers are their best customers and they cost less to acquire than new customers. They mail them service coupons and sales letters to drive more traffic into their dealership and then these customers visit and work with the first person that says hello because they don't know whom else to see.

Their Friend in the Car Business

Now if you were keeping communication open with these customers and providing them something of value they could be coming in and asking for you or better yet, calling or emailing you and then setting an appointment. They would have a friend in the car business and would feel much better about coming into the dealership when they have someone to work with rather than getting trampled by the Wolf Pack waiting for Fresh Ups.

Everyone likes to feel like they are getting special treatment when they are buying something and even more so when they are buying a car. You can make them feel special by staying in touch with them through email, conventional mail and the phone without spending too much time every week by following a simple schedule and using technology.

This type of prospecting orphan customers is more like follow-up and for a schedule and techniques see the Follow-Up section. Just add orphan customers to the follow up schedule you are using.

Email

We are living in a time when email is more than a fad. It is a business tool that is being used everyday and in every industry. The ability to easily file and retrieve what you sent and what you received is what makes email so great and then couple that with the fact that it is practically free to use and the speed at which emails are delivered makes it the preferred method of communication.

You can easily send one, one hundred or even a thousand emails with the click of the mouse. However you must remember that they can also be deleted as easily as they are sent. With that being the case the emails that you send must create a desire in your prospect or customer to open and read them and if they don't they will be deleted.



CarSalesProfessional.com

Email Tips

- Don't use the word "Free" in your emails or subject lines. This is one the best ways to have your email routed to the spam folder.
- Don't write a long email. Make it short and easy to read.
- Use bullets points to get your point across.
- Don't use all capital letters. You use the "Bold" feature, colored text or large text to make a point.
- The main thing about email is that people rarely read and entire email, they usually skim over the content so you need to make your point quickly.
- Even if your prospects aren't in the market for a car today the repetition of your regular and easy to read emails will form an impression on them. The more often they see your email over time they will begin to remember you and think of you when they are ready to buy. The key to any type of advertising is repetition.
- Don't expect big results from a single email blast. The typical return is about 1%. The regular use of email is the key to putting it in the mind of the customer when they are considering a new or used vehicle.

*** See Sample Prospecting Emails Below**

Snail Mail

Good old fashion mail has been a staple in auto business for years and will continue to be, but I prefer to leave the costly and time-consuming use of snail mail to the dealership most of the time. Many dealerships send out several thousand pieces of mail at a time and spend thousands of dollars to do so, but if you keep in touch with your people and they receive a mailer from the dealership they will contact you if they have any questions. I will however send a “Thank You” card after they purchase a vehicle and include my business card along with any pertinent information about the “Bird Dog” program. Most dealers supply thank you cards and pay the postage, but if they don’t sending a Thank You card or letter with a couple of your business cards won’t break the bank if you do it for every sold vehicle.

Phone

Many people hate the telephone, but it is one of the best tools we have when it comes to selling cars for a living. When the customer can’t be in front of you the phone is the best option there is for talking to customers. I love email, texts and snail mail, but you can actually hear more than words when you use the phone. With a little practice you will have a very good idea if they are lying or telling the truth and you can gauge they level of interest.

When it comes to prospecting you need to be accessible and the phone is as accessible as you can get. I actually give my personal cell number to my customers. I was a bit reluctant to do this at first because I imagined angry customers calling at all hours of the night when they had some kind of issue, but that has not been the case. Granted I don’t supply my cell number to customers that I sell hoopies and cheap “As Is” cars to, but I do the rest of the customers.

Because I am so accessible I have even had customers call me on my cell when they filling out C.S.I. surveys from the manufacturer. You know how beneficial that can be and it is a great way to keep your ratings at close to 100% satisfied.

Let's get back to prospecting, I have people call all the time when it comes to prospecting and when I give them my cell phone number they feel that I am there for them and that they can count on me to be their "Friend in the Car Business". Sure I have had calls that I didn't want to take about service or parts and complaints, but I gave them a name and a number and asked them to contact someone that could help them. This way I am not the bad guy, but their contact for "Buying Cars".

Business Cards

Many dealerships will supply business cards for their salespeople, but often the business cards are just like everybody else's cards and they usually don't offer the ability to add some of the information that would be valuable in your prospecting, referral and follow-up efforts.

When you don't have the opportunity add special links and other information you would be wise to buy some yourself. They are many online sources for ordering business cards that are quite reasonable and often cheaper than you will find locally. When you order your own cards they can be similar to your dealership supplied cards, but they should also include a link to your Facebook page (not your personal account, but your professional car salesman Facebook page), a cell number, your email address, your website, your schedule and a statement about your Bird Dog Program. You will probably need to have them printed on both sides, but the extra expense will be worth in the long run. Then use these cards for all of your prospecting and follow up efforts.

Having your schedule, cell number and an email on your business card will bring you several deals by making yourself available rather than having them come in blindly and some other salesperson skating you and grabbing your customer.

Prospecting in the Service Department

Think about the person that is in your service waiting area that was just given the bad news by the service writer that their car needs \$1400.00 worth of repairs. They have to decide if they are going get the work completed and how they are going to pay for the work or perhaps they

could get into a new vehicle with a new warranty for practically the same payment.

Sounds tempting, but they aren't thinking about the possibility of getting a new car, they are thinking about how they are going to pay for the repairs unless you put the idea in their head. The service area can be one of the best places to pick up a couple of deals a month, but you must remember that the service writer also gets paid on commission.

It's a great idea to have a working relationship with the service writers for those service customers that can't afford or will not spend the amount need for repairs, but don't count on them for the type of customer I mentioned above because that would cut them out of their commission. They are hustling for their commissions just like you are so you need to actually get to the customer yourself to plant the seed that they could have a new car.

Now for the best part, service customers close at a much higher rate than floor traffic. Depending on you and the dealership I have seen closing rates near 40%. These odds are much better than floor traffic and typically the grosses are higher by nearly 40%. I like those numbers much better than Fresh Ups because I am here to make money, not spend my time shooting the breeze and watching the clock.



Referrals

Getting referrals from past customers is probably one of the most under utilized techniques for acquiring customers in the car business. I have sold cars to people over and over and to my customer's friends, family members and co-workers more times than I can remember. There have been many months where I was able to turn a poor or average month into a good or great month by selling to referrals.

One experience comes to mind when I think of referrals is where I sold a guy a new car with several dealer installed accessories and the following morning he called my phone several times and left several messages in less than an hour. I thought there must be a problem or he read over his paperwork carefully and now he wants to complain. So I returned the call and he told me he wanted to make sure I would be at the dealership because he wanted to bring his mother and uncle in to buy cars. To make a long story short I sold his mother and his uncle vehicles that day, both of which paid me some very nice commissions. In fact the commission on those 3 vehicles alone would of made a decent month if that was all I sold, but that was not all I sold and that month turned out to be my biggest earning months to date. I have many more stories of referrals making my month once I got the hang of asking for them and providing a memorable car buying experience for my customers.

The Average Car Salesman and Referrals

All salespeople are happy to sell a car and they are even happier to see them take delivery, but asking for referrals and following up is rare in the car business. Fortunately that is good for anyone that wants to put forth the effort required (which is very little) to create a Referral Machine. Although to create and make your referral machine work you need to provide your customer with an exceptional experience. People like to talk about the great deal they got or the exceptional experience they had buying a car and they will tell everyone they know, but an average car buying experience is not enough.

We have all had those customers that thought we were the best car salesman in the world, but you want every customer to believe you are the best and that takes a little work. If you do nothing you will probably get a couple of referrals per year, but if you make getting referrals a habit and work at it over time you could get a few referrals every month that buy cars. The longer you sell cars and work on getting referrals the more you will receive. Couple that with prospecting and great follow up and you will wonder why you were ever standing around waiting for Fresh Ups.

Just a Little Bit More Makes the Experience Memorable

You need to provide your customers with a memorable car buying experience when you want them to send you referrals and all it takes is just a little bit more. Taking your time and getting to know your customer and discovering what is important to them is what sets you apart from the herd. Most people believe that car salesmen are only concerned about selling a car, but when we address and cater to what is important to them, we become their “Friend in the Car Business”. We are selling cars to people, people that have concerns, worries and things that are important to them. If you take the time to learn what they want and what is important to them and then focus on those things and you will sell them a car and people will refer people to you, their Friend in the Car Business.

Asking for Referrals

Sometimes getting your customers to send you referrals is as simple as asking them to send you a customer. I make it a point during the time I spend with customers to tell them that the car business is very competitive and that the only way to make a decent living as a car salesman is to sell to referrals and past customers. I tell them that my customers are very happy with the service I provide and they send me customers all the time. I also tell them I make sure my customers get a great deal which means that they will tell their friends, family and co-workers that I can help them get a great deal too. After all I wouldn't expect you to buy a car unless you were happy the same way I wouldn't make a major purchase unless I was happy.

I don't say all these things at one time during the steps of the sales, but I make sure that they know that I need and want them to send me customers so I can make a fair living selling cars. Then during delivery I make sure to tell them about the Bird Dog program and how they can supplement their income by sending you customers.

You not only need to tell your customers, you need to sell them on the idea. Give them a few business cards and tell them that you will give them a check for customers they send you that buy a car.



Bird dogs

Most dealerships have some type of Bird Dog program, but very few salespeople take advantage of it or even tell their customers about it. Over the years I have asked many sales people why they don't make better use

of the Bird Dog program and the answer that I received most often is that the salesman has to participate.

You see most Bird Dog programs require the salesperson to pay for half of the amount that the referring customer receives. So the salesman pays \$25 for a \$50 payout, \$37.50 for a \$75.00 payout and \$50.00 for a \$100 payout. I don't have a problem with that because referrals close at a much higher rate than Fresh Ups and I am the one that is receiving the commission, but many sales people don't want to give up that 50%.

Granted if you only get paid a \$100 "Mini" for a referred sale and you have to give up \$50 for a \$100 referred customer payout it can take the wind out of your sails, but selling cars for a living is all about the numbers. We take the good with the bad and the "minis" with the "Pounders". You would gladly pay a \$50 referral for a deal that netted you an \$800 commission would you?

You are a Car Sales Professional and it's time to look at the big picture rather one deal at a time. Lets say that over the course of a month you sell 16 cars and three of them were "Bird Dogs" that cost you \$150 but those 3 extra cars put you in a higher commission level or a entitled you to a "Car Count Bonus" not to mention the opportunity to sell accessories or extras that \$150 would be money well spent even if all three of them were "Minis". Look at the big picture and do the math over the course of a month or better yet several months.

The average new car dealership spends over \$600 to acquire a new customer that buys a car. That figure represents advertising and all the other things that they do every month to bring customers in to the dealership and all you need to do is spend \$50 each for a couple of referrals. You are a car salesman and this is your business inside a business, the entire overhead is covered and all you have to do is sell cars. No cleaning, no maintenance, no accounting, no payroll all you have to do is sell cars and make money. So that is a very small investment for Bird Dogs to sell a few extra cars each month and it is well worth the money.

Why Email

Today email is one of the preferred methods of communication for the car sales professional for several reasons. The main reason is the ease of use and how little time it takes to send an e-mail especially when you already have a template made out that addresses what you want to say to your referrals. You can easily store e-mail addresses in your CRM system, which will allow you to choose the customer, click on a template add any lines of text that you want and send it off. It does not take much time at all to e-mail customers that you want to solicit for referrals.

When you acquire the e-mail addresses for all your past and potential customers it can be very easy to send them a quick e-mail about referrals about big sales about new incentives or anything keep yourself in front of them. As in advertising e-mail is about repetition. They don't take the time to read every part of it you want them to know that it's from you and keep your name and dealership in the front of their minds.

Make every effort to get e-mail addresses every single person you talked to so you can include them in your follow-up and referral efforts. Even those people that you can't sell a car to because of credit problems or something else they still know people that buy cars. I recall one particular customer that I spent quite a bit of time with and got to know, but she was unable to buy a car because of her credit problems although over the course of the next couple months she actually sent me 3 customers 2 of which bought cars. So you can see even those ones that can't buy a car still know people that can buy cars and you want them to send you referrals.

When it comes to e-mailing for referrals I like to do it every other month since you have their e-mail it's fairly easy to do and the repetition will keep them thinking about you and your dealership. I will also include a little snippet about referrals when I send them any other types of communication such as a big sale or a new model or special incentives that are available. Repetition is key to keeping you from being just another car salesman, but rather their "Friend in the Car Business".

***See Referral Emails Attached**



Snail Mail

Good old fashion mail is your only choice when you don't get the email address of your past or future potential customer. Practically every dealership will provide letterhead paper; envelopes and postage for sales people that want to communicate with their customers so make good use of this benefit. Even though the supplies and postage are being supplied by the dealership it still takes time to prepare, sign, stuff and produce snail mail communication. To make things a little easier you should use the CRM tool that the dealer provides for follow-up or even your own (which I will talk about later). All of the CRM tools that I have seen for customer follow up and retention will allow you to create templates that will allow you to insert the name and then either print them for mailing or email them to a customer.

When it comes to sending out snail mail to past customers asking for referrals I recommend one time a quarter or every 3 months. If you have them time you might want to do it more often, but I have found that quarterly works well because you will end up being pretty busy with customers, delivering cars, other prospecting, referral and follow up tasks.

***See Referral Letters Attached.**



Follow-Up

It has been reported that 10% or less of the people selling cars today follow-up with their customers that both buy and don't buy on their first visit in a manner that will provide them with an on ongoing stream of customers that will provide them with a stable and consistent income for as long they remain in the business and which can also be used when you move to a different dealership in the same general area.

What is sad for the profession can be very good for the person that is committed to becoming a top salesperson because the fact is that the bar is set very low when it comes to being an exceptional car salesman or woman. Those that are willing to do the work that will allow them to rise above and achieve the results that most salespeople truly desire are quite rare.

I mentioned earlier that 10% are following up, but when you break that number down and look closely at the efforts of those 10% you will find that most of their (dealership required) efforts range from the occasional letter, email or phone call on the customers birthday, or anniversary of their purchase. Only a very small percentage (1% to 3%) actively engage in a full blown follow up campaign which goes beyond what the dealership requires and produces results that allows them to sell cars and make money month after month, year after year.

Types of Follow-Up

New Car Sold Customer

Following up with a customer that you recently sold a new car to is important because you want them to believe but you genuinely care about their satisfaction and that you are not just another salesman worried only about selling car. The 1st follow-up attempt should be made the following day to ensure they are still happy with their car address any concerns they may have. Even if you cleaned their clock and picked up a huge commission on their deal it's still important to call them and keep them happy.

When I first started selling cars I was concerned that they would get home and read their paperwork and realize how much they actually paid for their vehicle and thought I might get an earful. However I soon realized that 99.9% of them are still very happy with their purchase and if they do have concerns they are usually very minor. The simple fact we made the effort to call them to make sure that they're very satisfied with their purchase and their visit the dealership sends a message to them. Another reason to follow-up the following day after you sell a new car is because they will be receiving a survey from manufacturer about their visit. CSI or customer satisfaction index is important when selling new cars and some pay plans or even tie to your CSI score or to bonuses which I will address the next section.

CSI Follow-Up

As I mentioned in the previous section your CSI score or customer satisfaction index is very important not only to the manufacture and the dealership but also to you because it can tie into your pay plan and a poor CSI score may keep you from receiving monthly bonuses. To ensure a great CSI score I have found it a good practice to actually get a copy of the CSI survey they receive the questions they are asked and go over it with them during delivery and later on the phone if there are any questions or concerns. When you deliver a car and cover each step of the survey and then cover each step of the survey with the customer you will stand a much better chance getting an excellent score.

CSI surveys depending on the manufacturer call or mail the survey to the customer and they take anywhere from a week to 30 days so it's important but you keep in touch during that timeframe. I recommend the following schedule for a CSI follow-up.

- **The Next Day:** By Phone: Call and make sure they are happy with their vehicle and their purchase, mention survey, but not too much emphasis. Thank them for their business and mention that you like to have them send you some customers. This call should be about them and their satisfaction. After this call drop a "Thank You" card or "Thank You Letter" in the mail to them with a couple of business cards. Write something personal that you learned about them during your time together. For example; I hope the car works out well for your camping trips, I hope the kids like car too, I am sure driving to work is much nicer now in your new car, I bet all the neighbors are talking about your new car...etc.
- **1 Week:** This contact should be by telephone and very much like your one-day follow up call. Address the customer's satisfaction first and then more emphasis on the survey that they will be receiving from the manufacturer. Thank them again and also mention that you would appreciate if they would send you anyone that may be looking to purchase a vehicle.
- **2 Weeks:** Repeat week one. Also mention that you don't want to be a pest, but rather you want to make sure that everything is going well with their new car. Make it short and sweet.
- **3 Weeks:** Repeat week two and if they have already completed their survey make this call the one-month follow up call.
- **1 Month:** They should take or complete a survey by now. Ask about the car and then about the survey. Thank them for their business and let them know that you are only a phone call away for any questions or concerns they may have.

These new car follow up steps are done for two reasons. #1. To ensure that your customer receives and completes the survey in a favorable manor. #2. To create a relationship that goes beyond selling them a car. They should feel that you are genuinely concerned with their satisfaction and to plant the seed that you need referrals and repeat customers.

Explain to your customer during delivery the importance of the survey for **your** CSI score (not the dealership or the F&I Dept., but yours) and make sure they understand that every question that they answer reflects on **you** and the service you provide. They should be told that a 90% is not good enough because that is considered failing, you need 100%. Stress that you need **excellent** in every category and if you have a copy you should use it and show them what they should expect to see or hear when they complete their survey. Ask them for a **favor** and that favor is to complete the survey for you. If you provide them with great service and let them know that you are genuinely concerned with their happiness most customers will do as you ask.

After this new car follow-up routine has been completed you now include this customer in your overall follow-up routine schedule. (See below)

Used Car Sold Customer

I will be the first to admit that I could do a better job when it comes following up with a customer that bought a used car unless they bought the same brand of vehicle that I am also selling new. Don't get me wrong, I have turned many used car buyers in to repeat customers by following up with them even when they bought a car that I do not sell new, but usually most used car buyers have come across my dealership because they saw the vehicle on a website or somewhere and they were only interested in that car.

When I follow up with a used buyer I will call them the next day and then again a couple weeks later. Then after that I put them on a bi-monthly schedule of follow up. (See overall follow-up schedule below)

Orphan Customers

I have written many posts and articles about working orphan customers, but here is where I will give you some more meat about the opportunities they can provide. Many salespeople turn their noses up when you talk about orphan customers and I probably would've been one of them until I learned firsthand how lucrative they could be. If you look at the big picture when it comes to selling cars in your dealership you will see that most of the customers that bought cars at your dealership were happy with their purchase, granted there are some unhappy customers but they are usually a very small percentage. Therefore contacting and communicating with past customers that other salespeople have sold can not only help you make more money, but it will also be easier turn those customers into repeat buyers. Like I said they were probably happy at one-time and they might not give your dealership a second thought unless they came in for parts or service, but when you contact them and let them know that they are important and that you are there to help them regarding any of their future automotive needs and they can become a loyal follower.

The numbers tell us that “Fresh Ups” that have never been to our dealership close somewhere around 10%, but repeat customers close between 40 and 70%. Those numbers alone should make you stand up and take notice. I am sure you've got a Fresh Up and worked with them for some time only to find out that they bought their last car from your dealership, we all have. We may have thought we were a powerful closer and you may well be, but part of why they bought again is because they bought there before. The past experience they had with your dealer could've been great or it could have been uneventful but either way they walked onto the lot without asking for the salesman sold in the past or anybody else for the that matter. You assume they were a “Fresh Up” and that's how you treated them. Past customers will do this all the time, their last visit or purchase may have been uneventful or just so-so and they want to take their chances of having a better experience this time. Their last salesman didn't leave a lasting impression or even follow up with them, but they want to buy close to home.

Now imagine if you added them to the group of people that you follow-up with and sent them an e-mail or letter from time to time. There would be a very good chance that they may come on to lot and ask for you the next

time they need a vehicle. They are going to come back to the dealership anyway so they might as well have someone to ask for rather than wait for someone else to grab them. Many people like to make major purchases close to home; they feel better and safer spending their money locally. So adding them to a well-managed follow-up system will bring you buyers that close at a substantially higher rate than any “Fresh Up”.

Starting to follow orphan customers involves more than merely sending them a form letter or mailer just like everyone else gets, you need to make them feel special and give them a reason to ask for you when it is time to buy.

You won't have the advantage of knowing anymore about these customers than their name, address, phone, hopefully email, the car they bought and how it was purchased (financed or cash), but that is enough to get you started.

Start off with a letter (**sample enclosed**) that tells them that they are an important customer to your dealership and that you recently realized that they no longer have a personal contact because their previous salesman is no longer with the company. You will go on to tell them that you will be their personal contact and they can contact you for any reason whatsoever regarding their current vehicle or if they should need a replacement vehicle. See the sample letter below and the instructions included.

Unsold Customers and Be Backs

Industry numbers tell us that less than 10% of the car salesmen follow-up with the customers they have worked with and not been able to sell on their 1st visit. Only 10% that is crazy because we know these people want to buy cars. I've talked to many sales people over the years that visited many car dealerships and the one thing that I found that was always consistent was the fact that salespeople rarely called to follow-up and see if their unsold customers and be-backs made a purchase or if they needed any more information.

Naturally as salespeople we assume they're just going to go to another dealer and buy, but that is not always the case. Some people just need to absorb everything they learned while they were at your dealership. These

types of customers take buying a car very seriously and I learned very quickly that sometimes a follow-up phone call to these people can be all you need to get them back into the dealership. When you can get an unsold customer or a Be-Back back into the dealership the closing rate usually more than quadruples which justifies following up these customers.

Sometimes just the fact that you cared enough to call and see if they need anymore information or any help making their decision is enough to sway them into choosing you and your dealership. This courtesy call can be just enough to engage their emotional side and make them feel that their business is important to you.

I'm not trying to tell you that this will double your sales, but I know firsthand that you can add 3, 4, 5 or 6 units a month to your sales. Even if all of the sales were Minis it will go a long way to helping you with your car count bonus.

When you call them on the phone don't try to sell them it should be a courtesy call by you offering to provide them with any information they may need to make their decision. The only purpose of this call is to get them back into the dealership, because we know that they will do things at the dealership that they will not do in the comfort of their home.

Talk to your Sales Manager and come up with reasons to get them to make the trip back the dealership. These reasons need to make sense because they were just there yesterday or the day before and they know what they were told by you in the sales manager. These reasons might be that your used car manager wants to take another look at their trade in, there are new incentives, there are programs that you can use to help them get closer to the deal they want or simply that your Gen. Sales Manager wants to work this out and earn their business but make sure your Sales Manager knows before the customer comes back to the dealership.

Sometimes providing the customer with some information can help get them back into the store. If you know that they are comparing another brand to your vehicle go to your manufacturer's website and print off the comparisons that shows your vehicle as being a better choice. You can use this information on the phone while you're talking to them you can even ask them for their e-mail address and e-mail this information to them. I

have used this technique over and over to get a customer to come back and buy a car from me. Using third-party information is much more credible to the customer than what you have to say so make good use of anything you can gather from third-party sources that recommends your vehicle over the competitors and get them back.

The Can't Buyers

We have all spent time with the people that can't buy cars because credit, lack of down payment or a combination of both, but the fact remains that these people need to buy a car. Obviously these types of customers may not be the best use of your time, but sometimes you'll find one that is in need of a car so badly that they can sometimes find a solution to make a purchase. When you treat these people respectfully and let them out nicely they might be able to find a co-buyer or pull together a little extra cash for a down payment and come back to see you. I'm not talking about customer that could buy a cup of coffee with a dollar down, I am talking about customer that is turned down for needing more down or marginal credit. A quick phone call to these types of customers can sometimes pay off because they still need to get a car. Once again you could mention to them about finding a cosigner or coming up with little extra cash and put together a deal. I've done this several times and made deals and I have even gotten referrals from these types of customers over and over. Take a look at the time invested, which is usually just a matter of a couple minutes to make a phone call. You might be able pick up a deal or two a month this way.

Overall Follow-Up Schedule

New Car Buyers & CSI Follow-Up

I covered the first month of new car and CSI follow-up in detail in the description above. You will find some sample emails, letters and scripts below.

After you complete the one-month follow-up steps shown above you can now put your customer on a schedule that is a little easier to maintain (see below).

When you have an email address for the customer you should send them a short email every other month. It doesn't need too long or difficult to read, in fact it should be short, to the point and a very quick read. You can use a template that you make can changes to on the fly because it is about keeping your name in front of them. (See samples)

If an email address is not available you only have two options, which are snail mail or phone. Most people today screen their calls and for those that don't they won't be too crazy about a car salesman calling them every couple of months. For these customers I will send a letter that I can print out from a template in the CRM system one every three months (See sample).

To make sure that you make an impression on past customers in case they delete your emails and don't open their mail I recommend a phone call on the anniversary of their purchase. You can call it their vehicles birthday.

Used Car Buyers

I mentioned earlier that I recommend that you follow-up with buyers of used vehicles whether they bought the same brand that you sell new or not. I am not as particular about theses customers (non-brand buyers) unless there was a special condition such as credit and you got them financed, extra special bond formed or you switched them to a car that wasn't your brand, but you needed to switch them to make sale.

When you sell a customer a 1-5 year old pre-owned vehicle the same as the brand you sell new then you should follow up with them by calling them the next day, one week and then put them on the same schedule as a new buyer after the one-month CSI follow-up process, plus the annual vehicle birthday follow-up letter. (See samples, script and scheduling)

When a customer came across your lot for a specific vehicle that is not a brand you sell then you may not want to put too much effort into these customer follow-ups unless like I mentioned earlier about the special conditions or relationship. Customers that are searching online for a very specific vehicle are more concerned about the vehicle than the dealership and receiving special treatment. I have rarely had good luck with getting

these types of customer back for a second purchase, but every once in a while they come through for a second go around.

Orphan Customers

Just as the name implies, they are orphans. Nobody has communicated with them for who knows how long so we want to break them in a little different. I would send this letter twice through the mail a month apart and include a couple of your business cards. A short mention of your referral program would be appropriate, but make it short. This letter of introduction should be all about them and what you can do for them.

If you have or can get their email address and they bought new you should then add them to your new car follow-up schedule after the one-month CSI follow-up process. If they bought used add them to your used car follow-up schedule.

No email address? Then send them a letter 4 times year and include your business cards and details on your referral program. Also like new buyers you should email them or send them a letter their birthday. (See samples, scripts and scheduling)

Unsold, Be-Backs and Can't Buyers

The Unsolds and Be-backs need to be followed up on quickly and consistently. Time is of the essence. If your unsold customer was at the dealership during the day then call them that evening. If they were at the store in the evening call them the next day in the afternoon. Hopefully they didn't leave you and go to another dealership and run into a car sales professional or all of your follow-up will be for nothing. There is probably a good chance that they are going to blow you off or let you get their voicemail, but it is still worth a shot. If you get their voicemail leave a message like the one found below in the Unsold and Be-Backs scripts. If you left a message on their voicemail you should also send them an email like the one shown below.

The can't buyers are another story when it comes to follow-up because your efforts will usually end up being wasted, but there are those customers that will find the extra down-payment or come up with a

cosigner. A quick call to these types of customers doesn't need to be anything more than to ask them if they were able to find a cosigner or if they were able to beg, borrow or steal a larger down payment. If they really need a car you might as well be the one to follow up with them rather have them come up with the dough or co and go somewhere else. If you let them out respectfully and nicely and they do come up with the where with all to make a deal it might as well you be you that cared enough to call. If there credit looks like they never paid a bill in their life don't waste your time. Move on because there is lower hanging fruit to be picked.

Other Types of Communication

Email Blasts

A monthly email blast is always a good idea to your past customers as a quick and inexpensive way to keep your name in front of them. However don't go crazy with the email, a couple times a year is sufficient. Anymore and you stand the chance of receiving complaints about spam and your email account could get blackballed. Then all your future email will go directly to your customer's spam filters.

Email blasts should include something about incentives that the manufacturer has that month and anything else of interest at the dealership. You might even include an oil change coupon or something that is of value to your customer. Don't count on getting too much out of a blast because a 1-2% response is considered very good.

The blast should be short and sweet. Use bullet points and text rather than pictures. Too many pictures can trigger a spam filter, so a header picture, your picture, and one or two pictures that display a special are sufficient.

The end of the email blast should include your name dealership name, address, direct phone number, email address and your photo. Than add a P.S. that contains one or two sentences that sums up your referral program. If you decided to create your own website then have a link to your site. Don't include a link to the store site because they might end up filling out a lead from. However, if you have a direct contact or email listed on the site a link is a good idea.

Newsletter

If you have access to a newsletter template in your CRM then create a newsletter that you would send instead of a monthly email blast. It should not only contains news about your dealership and current incentives, but make sure that it also includes your photo, direct line and email address. This can take a lot of time to put together every month, but it is a nice touch. I will be honest and tell you that I prefer a tri-monthly email blast because my time is precious and didn't have the patience to put together a publication every month. A well crafted email blast can do the trick as long as you make it quick and easy to read and include something of value like a coupon, gas saving tips, maintenance tips...etc.

Snail Mail

Don't dismiss the value of old fashioned, delivered to your door mail. Some people like the idea of getting a personal letter that they can hold in their hand. It can be time consuming, but if you don't have an email address and the dealership is willing to pay postage it can be worth the effort. You can mail thank you cards, referral requests, and sale flyers. You could also include a couple of your business cards with each mailing. The chance of a customer opening a personal letter and at least browsing the contents is much better than an email. Whether it is snail mail or an email it is all about making you the first one they think of when they or a friend are thinking about buying a car.

The Telephone

In this age of emails, Internet and texting many people forget about this Old School tool for selling more cars, but the telephone can make your month. I am not talking about cold calling, which is typically unproductive; I am talking about Phone Ups, Be Backs and Past Customers. The percentage of sales people that follow up with their Be Backs has risen somewhat in the last few years, but it is still much lower than it should be and the ones that do call need to take a closer look at what they are doing and saying when they do follow up on the phone.

Whether you are calling Be Backs, referrals or past customers you better be prepared. First of all most outbound calls to any of these potential car buyers will have you leaving a message on their voice mail. So what are you going to say in that voice mail? The typical voice mail is left usually goes something like this; "Hello, Mr. or Mrs. Customer this is Joe Car Salesman from ABC Motors and I wanted to thank you for coming in yesterday. I also wanted to see if you have made a decision yet. If I can be of assistance please call me at 123-456-7890."

Not very exciting! Would you call that person back if you were looking for a car? Not likely and neither will they!

When you make an outbound call to a customer you better have something for them. While they might appreciate the "Thank You" you have not given them a reason to return your call. They know you want to sell more cars, but they are not concerned with what you want. They want to know what is in it for them and if you don't have something for them don't bother waiting by the phone.

If you want to sell more cars you better have a plan for your outgoing phone calls and messages that you leave regardless of whether they are Be Backs, referrals or past customers. Get with your sales manager or used car manager and come up with a plan. Your call or message needs to offer something they want or at least peak their curiosity. Your calls or messages should be more like these:

Hello, Mr. or Mrs. Customer this is Joe Salesman from ABC Motors and I wanted to thank you for coming in yesterday.

I was talking to our Used Car Manager about your trade-in and we might be able to help you get closer to your price. Give me a call at 123-456-7890 as soon as you can.

Or

I was thinking about the car you were considering and I have an idea that might help, please call me back at 123-456-7890.

Or

I was talking to our Sales Manager about your proposal and we might have a solution. Call me back at 123-456-7890.

That was just 3 examples of what you might say, but as I said you need to talk to your Sales Manager and come up with a plan. Once they call you back you or you reach them you need to have a great reason for them to come back to the dealership and usually the best reason is that we need to take a second look at your trade.

Your reasons to get them back to the dealership needs to be something that kept them from buying before they left the dealership. It is not always about price, but when it is you don't want to promise anything, but rather offer that we may be able to get closer to what they want. The closing ratio of Be Backs is usually much higher than Fresh Ups even if they don't get exactly what they want.

The telephone can be a great tool, but you have to use it wisely. The next time you leave a message for a potential or past customer ask yourself if you gave them a good reason to call back?



Texting

Texting is everywhere today and it can be a great tool to help you sell cars, but not everyone wants to receive a text from their car salesman. Many of the CRM providers have a texting option, but this not for everyone and it should be used on a case-by-case basis. If the customer wants a text great, but you better ask first. Some don't have texting capabilities and some have limited texts per month so check with the customer first. The last

thing you want to do is tick off a customer and lose a deal because you are driving up their cell phone bill with unwanted texts.

Get to Know Your CRM

I must admit that I am not completely familiar with all the different CRM Systems out there, but I do know that most of them are very good and will allow you to do all of the things that I recommend here and more.

The one thing that is common among practically all dealerships is that most salespeople do not know the capabilities of the CRM system that is provided by their dealership. I can tell you firsthand that your dealership writes a sizable check every month to provide you with a fantastic tool that is underutilized by the sales staff.

If you are going to take being a Car Sales Professional seriously you need to take the time to learn your CRM System inside and out. These systems are incredible and they continue improve on a regular basis. Most of the companies operate and provide systems are cutting edge and provide all the information you need to become an expert. From in-house training on a regular basis to printable manuals, but you are the one that needs to take advantage of the opportunity to put this tool to work.

Make the time to use it, learn it, test it and experiment with it so you can put all of this technology on your side. They are designed to help the car salesman sell more cars, which ultimately makes us more money, and this is why we are here in the first place.

Where Do I Find the Time to Do All This Stuff?

Sounds like a lot of stuff to do to keep up with your past customers and that's because it is a lot of work. I might seem overwhelming at first, but it is very manageable and well worth the effort. Time management is critical for a top producing and successful car salesperson. I am not saying it is easy to do and obviously it is not for everyone, but once you adapt and make these prospecting, referral and follow-up steps a habit and start reaping the benefits you will wonder why you didn't start doing this a long time ago. In the next section you will get a better idea of how to go through

the steps needed to stay on top of your car selling business follow-up efforts.

Frequency & Scheduling Your Efforts

Getting started on your follow-up program and scheduling are your follow-up efforts for past customers does not have to be done in a day or two. Trying to get it all done too quickly will just cause you to throw in the towel. The best way to get started is one at a time. The best way to get started is to start with the car you sold today, yesterday or over the weekend. You should use your dealership CRM and enter your customer into the system name address phone number e-mail address everything you have including any notes about spouse kids areas of interest and especially the vehicle which they purchased. Many dealership systems will automatically load sold units and assign them to you, which makes things a lot easier. You should make sure to include VIN number and the method of purchase such as cash or finance and whether they had a trade. It is also a good idea to note their monthly payment and the cash down. These are some things you might want to know in the future when you personalize one of your follow-up communications.

Once you've entered your customer into the system you can set up tasks the future. So if you sold the customer a new car your 1st task would be to make a phone call tomorrow if you haven't done so already. Not create a 2nd task to send a thank you note or thank you letter to the customer. Not created other task to call them again in a week for CSI 2 weeks for CSI in 3 weeks for CSI, etc...

You should be able to glance at the calendar in your CSI or task list and see what you have lined up for that customer in the future. Now that you have your CSI follow-up scheduled you can set up your future events or tasks to do according to schedule (see chart below). It should be as simple as scheduling your future tasks according to the schedule since and select a date that is the same as when they purchased are very close, but do not schedule them for your days off. Eventually you have tasks for the next several years, but in order to save time I usually put a note in the last task that I scheduled for the year to set new tasks for the upcoming year.

Depending on the CRM system that you use you may have the option to schedule a task to have it reoccur at a certain time every month or every year so that will depend on you and your system. The long and short of it is that it's a good idea to enter the customer and schedule a years worth of tasks to that customer and when you do the last task that is scheduled add a note to yourself to schedule the next year's tasks.

Now that you have a customer in your CRM system and the task scheduled for the next 12 months you have a pretty good idea what you need to do each time you enter a customer. It may seem like a lot to do at 1first, but once you get used to it can be done fairly quick.

When you get used to knowing what information you need to insert in the system and use the chart below you can actually do the work pretty quick. Now go ahead and insert the next customer and scheduled the tasks according to the type of vehicle you sold. You don't need to sit down at the computer and enter every unit you've sold since you been selling cars at one time, just do a couple a day and before you know it you should have everybody in the system.

Not that you have your customers loaded into the system just remember that every time you sell a car you should put them in the system and schedule tasks for them for the next 12 months.

Once you get into the habit doing this it really isn't that bad. Now every day you log into your CRM system and see what you have scheduled for that day. If by chance you have scheduled one for your day off or if you took the day off they will still be there until you complete them. So when you check your daily tasks each day go ahead and send out an e-mail, make a phone call, send out a letter or whatever the system tells you do on that day.

Using a good CRM system can take much of the work out of these follow-up tasks by using e-mail templates and letter templates that are either already installed in your system or ones that you can create. If you do not have a CRM system at your disposal or you're more of a pencil and paper kind of salesman I have included some old-school templates for you to use below and some simple instructions on how to use them.

Database of Customers... Yours, Theirs or Both

So much of the information that I have provided here is meant to be used with a CRM System, but believe it or not there are still some dealerships that do not provide a full-blown system for their sales people. As you can tell, I am an advocate of a good CRM System, but you should know that I still track all of my sales on my own. I keep a file that includes all the pertinent information about my customers with name address, phone and email. I also include the vehicle, finance information such as term, payment, down payment, length of contract and amount financed. **Do not gather any social security numbers.**

I don't need to keep all of this information because the CRM System does, but I am a little Old School and like a copy. You never know when you might want to change dealerships. Plus, if I worked at a dealerships that did not have a system I could use the files to do all of the Prospecting, Referral and Follow-Up I talk about throughout this book. I have included a form that I use to keep track at the end of the book.

There are also a few software systems that you can buy for your own PC that are designed for salespeople that will track your sales and follow up efforts for relatively cheap or it can be done easily in a spreadsheet.

Either way you should be tracking your sales, commissions and customers because customers you sold before are always easier to sell the second time. Remember, you need to measure to know if you are improving or not and to keep your self on track for that six figure car salesman income.

Email

The Easy Method of Communication for the Car Salesman

Email is actually second when it comes to preferred method of communication. The telephone is the first, but when it comes to Prospecting, Referrals and Follow-Up email is the king.

Get yourself in the habit of collecting email addresses from your customers and your life will be much easier. Your goal should be to have an email

address for every customer that your work with so you can streamline your efforts for follow-up and referrals.

Below you will find the recommended email format and then samples of prospecting and referrals emails. If you do not have an email address then you will need to use old-fashioned snail mail letters that you find below.

Email Formatting

To: (Customer Email Address)

Subject Line: (short line to make them curious)

(Your header graphic, logo or text header)

Hello (customer name),

Your message

Bullet Points

Thank you,



Your Name
Sales Consultant

ABC Motors
1234 Main Street
Anytown, ST 99999
Direct Line 123-456-7890 – X222
yourname@ABCMotors.com



Sample Letters and Emails for Prospects and Referrals

You are welcome use any of samples in this book in any way you see fit to help you sell more cars. You can copy and paste and use them exactly as you see them or change them in any way you see fit. My goal is to help you sell more cars, make more money by driving customers to your doorstep. These are ones I use and the only changes I make is to personalize them (which is rare) at times, but that depends on the customer. I am not saying that they are perfect, but they do get results.

Prospecting Email

This would be emailed to a person that you have not sold in the past, but you got their email from an old deal, friend or someone that said they were looking for a car. If someone suggested them use their name to make it more personal in the first line (I was given your name by (their name), they said you might be in the market for a vehicle so) and then the rest of the email.

To: (their email address)

Subject: (a little help from an insider) or (an inside connection for cars)

(Logo or header graphic)

Hello (prospect name),

I just wanted to drop you a line and offer my assistance the next time you need to acquire a new or used vehicle. I am a salesperson at ABC Motors and have built my extensive list of clients by doing much more than selling my customers a car. I can help with all facets of the car buying process including:

- Setting-Up Financing
- Choosing a Dependable Vehicle
- Providing a Car Fax Report (if available at your dealership)
- Maximizing Your Trade Value if Needed
- Helping With Budget Requirements
- Consultation on the Best Car for the Money
- Insider Information on Purchasing a Vehicle

Most of my customers are repeat buyers because I help them avoid the tricks and help them with the often-confusing process of buying a car that can leave you regretting your purchase for years to come.

Buying a car is a major purchase and I would like to be your friend in the car business and help you get a great deal on your next car. I am offering my personal assistance by providing my experience and knowledge of the car business the next time you need to get a vehicle.

Just call me direct at (123) 456-7890 or drop me an email.

Thank you,

Joe Salesman
Sales Consultant



(Your Photo)

ABC Motors
1234 Main St.
Anytown, IL 99999
(123) 456-7890
jsalesman@abcmotors.com

P.S. Ask me about my referral program where you can put some money in your pocket when you send me a customer.

Prospecting Letter

This would be mailed to a person that you have not sold in the past, but you got their email from an old deal, friend or someone that said they were looking for a car. If someone suggested them use their name to make it more personal in the first line like (I was given your name by (their name), they said you might be in the market for a vehicle so) and the then the rest of your letter. Be sure to include a couple of your business cards in the envelope.

(On dealership letterhead paper)

(Their Name)
(Their Street)
(Their city, state and zip code)

Hello (prospect name),

I just wanted to drop you a line and offer my assistance the next time you need to acquire a new or used vehicle. I am a salesperson at ABC Motors and have built my extensive list of clients by doing much more than selling my customers a car. I can help with all facets of the car buying process including:

- Setting-Up Financing
- Choosing a Dependable Vehicle
- Providing a Car Fax Report (if available at your dealership)

Prospecting, Referrals and Follow-Up
for the Car Sales Professional

- Maximizing Your Trade Value if Needed
- Helping With Budget Requirements
- Consultation on the Best Car for the Money
- Insider Information on Purchasing a Vehicle

Most of my customers are repeat buyers because I help them avoid the tricks and help them with the often-confusing process of buying a car that can leave you regretting your purchase for years to come.

Buying a car is a major purchase and I would like to be your Friend in the Car Business and help you get a great deal on your next car. I am offering my personal assistance by providing my experience and knowledge of the car business the next time you need to get a vehicle.

Just call me direct at (123) 456-7890 or drop me an email.

Thank you,

Joe Salesman
Sales Consultant



(Your Photo)

ABC Motors
1234 Main St.
Anytown, IL 99999
(123) 456-7890
jsalesman@abcmotors.com

P.S. Ask me about my referral program where you can put some money in your pocket when you send me a customer.

Referral Email

This would typically be the email you would send to past customers, but it can also go to prospects. It gives them an idea of how your customers are treated and the little extras you provide your customers. Notice I only used the dollar sign one time and I did not use the word money or the word “Free” because this could trigger spam filters, but I did bold the line send you a check to get their attention. You can be more expressive in regular mail as you will see below.

To: (their email address)

Subject: (you may already know about) or (I wanted to let you know about)

(Logo or header graphic)

Hello (their name),

This is Joe Salesman from ABC Motors in Anytown, IL and I wanted to let you know about something I offer to my customers. Send me a customer and I will send you a check. It's as simple as that. When I sell someone a vehicle of any type or price that you refer to me **I will send you a check.** This is just for you regardless of what they buy or lease.

No gimmicks, tricks or strings attached. My longevity in the car business comes from happy repeat customers like you. It doesn't matter who they are or how you know them. They could be a:

- Family Member
- Friend
- Relative
- Co-Worker
- Neighbor
- Dry Cleaner

Or any one else. All you have to do is have them call me, email me or stop into the dealership and ask for me. Then after their purchase is complete I

will **send you a check for \$100** (or whatever your Bird Dog program pays).

Not only will your referral receive the Preferred Treatment that I can provide, but they will also help you put a little something in your pocket for sending them over. Send as many as you like and you get a check each time. Any questions, call me direct at (123) 456-7890.

Thank you,

Joe Salesman
Sales Consultant



ABC Motors
1234 Main Street
Anytown, IL 99999
(123) 456-7890
jsalesman@abcmotors.com

Referral Letter

This would typically be the letter you would send to past customers, but it can also go to prospects. It gives them an idea of how your customers are treated and the little extras you provide your customers. Notice I bold and stated \$100 several times to get their attention. You can be a little more creative to catch their attention in regular mail.

(Print on dealership letterhead)

(Their Name)
(Their Street)
(Their city, state and zip code)

Hello (their name),

This is Joe Salesman from ABC Motors in Anytown, IL and I wanted to let you know about some **FREE Money** I offer to my customers. Send me a customer and I will send you a **check for \$100** (your Bird Dog amount). It's as simple as that. When I sell someone a vehicle of any type or price that you refer to me **I will send you a check for \$100**. This is just for you regardless of what they buy or lease.

No gimmicks, tricks or strings attached. My longevity in the car business comes from happy repeat customers like you. It doesn't matter who they are or how you know them. They could be a:

- Family Member
- Friend
- Relative
- Co-Worker
- Neighbor
- Dry Cleaner

Or any one else. All you have to do is have them call me, email me or stop into the dealership and ask for me. Then after their purchase is complete I will **send you a check for \$100** (or whatever your Bird Dog program pays).

Not only will your referral receive the Preferred Treatment that I can provide, but they will also put some **cash money** in your pocket for sending them over. Send me one customer or send me 100 and I will send you a check for each one, no limit. This could add up to some serious money for you to put in your pocket.

Any questions, call me direct at (123) 456-7890.

Thank you,

Joe Salesman
Sales Consultant



ABC Motors
1234 Main Street
Anytown, IL 99999
(123) 456-7890
jsalesman@abcmotors.com



New Car Customer Follow-Up

New Car Customer Follow-Up Email, CSI Follow-Up Letter, Thank You Card, Car Birthday, Customer Birthday Email and Scripts.

This section will include all the follow up emails, letters, Thank You cards and scripts in order from the first contact after the sales to long-term follow-up. Plus you will find that at the end of this section I have included and a powerful communication tool for getting them to trade out of their vehicle quicker.

The Exact Order is as follows:
When Email Address is Available

Next Day Call Script and Message
Next Day Thank You Card, or Letter
1 Week Call Script or Message
2 Week Call Script or Message
3 Week Call Script or Message
1 Month Call Script or Message
Every 3 Months Email
Twice a Year Letter (not everyone that has an email address uses it)
Annual Car Birthday Email
Annual Customer Birthday Email

When No Email Address is Available

Next Day Call Script and Message
Next Day Thank You Card, or Letter
1 Week Call Script or Message
2 Week Call Script or Message
3 Week Call Script or Message
1 Month Call Script or Message
Every 3 Months Letter or 4x a Year
Annual Customer Birthday Letter

Next Day Script or Message

Script:

Hello (customer name) this is Joe from ABC Motors, I just wanted to give you a call and make sure everything was good with your new car and to see if you had any questions or concerns.

(Listen closely, answer their questions and address any concerns and let them voice their thoughts. Some people love to talk about their new car when they know someone is listening.)

Well, I am glad things are going well with your new car and if anything at all comes up or if you have any questions don't hesitate to give me a call. I want you to be completely happy and satisfied with your purchase.

Once again thank you for your business and please be sure to fill out your survey when it arrives and give me a good report.

Thank you,
Good Buy

Message:

Hello (customer name) this is Joe from ABC Motors, I just wanted to give you a call and make sure everything was good with your new car and to see if you had any questions or concerns. We are all busy these days so if I can help in any way at all, just give me a call. My direct number is (123) 456-7890. I want you to be completely happy and satisfied with your new purchase.

Once again thank you for your business and please be sure to fill out your survey when it arrives and give me a good report card.

Thank You

Next Day Thank You Card or Letter

Thank You Card

If you are sending a dealer supplied Thank You card or even one that you supplied yourself make sure you sign it and add a personal note. Something like; it was pleasure meet you and (Wife's name, husband name, brother name or whoever accompanied them to the dealership) to be of service to you during the purchase of your new car. Then be sure to add two business cards in the envelope.

If you don't have Thank You cards provided by the dealership a well-written letter like this one will do the job just fine.

Thank You Letter

Prospecting, Referrals and Follow-Up
for the Car Sales Professional

(Their Name)
(Their Street)
(Their city, state and zip code)

Dear (customer name or husband and wife if a couple),

Thank you very much for choosing to purchase you new (the brand the purchased) from ABC Motors and me. You are now a member of the family and if there is anything at all that I can to I am here for you. Whether you have a simple question or if you have any concerns I can be reached on my direct line at (123) 456-7890.

Your happiness and satisfaction with your new vehicle is my number one concern. We value your business and look forward to serving you for years to come.

Our relationship has just begun and I am at your service when it comes to your future automobile needs.

I have enclosed a couple of my business cards so I can be reached at any time day or night, just call or drop me an email.

Thank You from the ABC Motors and Myself

Joe Salesman
Sales Consultant



(Your Photo)

ABC Motors
1234 Main Street
Anytown, IL 99999
(123) 456-7890
jsalesman@abcmotors.com

One-Week Call Script or Message

This call is very similar to the next day call.

Script:

Hello (customer name) this is Joe from ABC Motors, I just wanted to give you a call and see how everything was going with your new car. It has been a week already and I was wondering if you had any questions or concerns.

(Listen closely, answer their questions and address any concerns and let them voice their thoughts. Some people love to talk about their new car when they know someone is listening.)

Just remember if anything comes up or if you have any questions don't hesitate to give me a call. I want you to be happy new car and completely satisfied with the experience at our dealership and with me.

You should be getting your survey soon; I hope you can say that you are very happy with your purchase and my service.

Thanks Again,
Good Buy

Message:

Hello (customer name) this is Joe from ABC Motors, I has been a week since you took home your new (make and model of car). I just wanted to give you a call and make sure everything was well and to see if you had any questions or concerns. I am sure you are probably busy like most people today so if I can help in any way, just give me a call. My direct number is (123) 456-7890. Your complete satisfaction is important to me.

Once again thank you for your business and for allowing me to be of service. You should be getting your survey soon and would truly appreciate a 100% satisfied score.

Thank You

Two-Week Call Script or Message

This call is also very similar to the next day and one-week call. Making small talk during the call is fine, but the idea of the weekly calls is to reinforce the idea in their mind that you are concerned about their satisfaction and to condition them to say that they are happy and satisfied. Then by the time that they get their survey their natural reaction will be to say that they were completely satisfied.

Script:

Hello (customer name) this is Joe from ABC Motors again; just checking in to make sure all is well. It has been a two weeks already since you brought your new car home and I was checking in to make sure everything going OK.

(Listen closely, make it short unless they want to visit and address any questions they may have.)

I don't want to take up too much of your time I just like to make sure my customers are happy.

You should be getting your survey soon if you haven't already and I know you are busy, but I hope you can take a couple of minutes to fill it out and tell the factory that the service that ABC Motors and I provided was excellent.

Thanks Again,
Have a Good Day

Message:

Hello (customer name) this is Joe from ABC Motors, I just wanted to give you a call and see how everything was going with your new car. I don't want to be a pest, but I like to make sure my customers are happy.

Just remember if anything comes up or if you have any questions don't hesitate to give me a call on my direct line at (123) 456-7890. I want you to be happy new car and completely satisfied with the experience at our dealership and with me.

Also you should be getting your survey soon and I hope you can say that everything was excellent including the service I provided.

Thanks Again,
Good Buy

Three-Week or One Month Call Script or Message:

I know this getting old, but you need to have your customer conditioned. The more they tell you that everything was great and that their car is great the more likely they are to give you a great survey. At this point I don't need to create a 3-week and one-month call script and message. You get the idea so just use week two and go with the flow. Keep it short, because the last you want to do is become a nuisance. After 3 or 4 weeks they will get the idea that the survey is important and that you care about them.

If you call them and they tell you they completed the survey back off and add them to the regular follow-up schedule (see list above).

Normal Follow-Up Routine for New Car Customers

This piece should be somewhat generic so you don't have to take too much time to get it sent out yet personal enough so they feel that they are special customers.

New Car Past Customer Email Message:

To: (Customer Email Address),

Subject: Joe at ABC Motors has news for you

Hi (Customer Name),

This is Joe here from ABC Motors, just keeping in touch with one of my best customers. I am still here and no, I did not forget about you. I like to drop a

line to my preferred customers from time to time to keep them up with what is going on around the dealership.

Just because I haven't seen you lately doesn't mean I forgot about you. Good customers like yourself are always important to me and I want you to know that I am here for you if you have any questions, concerns or needs regarding your vehicle. You can always reach me on my direct line at (123) 456-7890. When the time comes to add a vehicle or replace one you know you can count on me to help.

The service department has a special on (oil, lube and filter or any special that may be going on in the service department) this month and you can find a **coupon** on the website that will save you a few bucks. If you are anything like me you are always interested in saving so visit the website for the latest coupon.

(I hope all is going well with your (Ford, Chevy, Toyota, Chrysler...etc.) (model...Malibu, Explorer, Camry, Journey...etc.). The New redesigned 2012, 2013, 2014 (make and models) have come in and they have been a big hit.) (Anything that is new or special can be a great thing to mention or even a hyper-link to a positive news report about your manufacturer, but keep it short.)

Thank You for Your Business

Joe Salesman
Sales Consultant



ABC Motors
1234 Main St.
Anytown, IL 99999
My Direct Line (123) 456-7890
jsalesman@ABCMotors.com

(Link to your car salesman website if you have one)

P.S. I would love to have some more great customers like you so send me a customer and **I will send you a check for 100 bucks**. Have them call, email or stop in and ask for me and then watch the mail for your check.

New Car Past Customer Letter:

This is very much the same as the email, but you don't have to worry about spam filters. Make sure you put 2 business cards in the envelope.

Hi (Customer Name),

This is Joe here from ABC Motors, just keeping in touch with one of my best customers. I am still here and no, I did not forget about you. I like to drop a line to my preferred customers from time to time to keep them up with what is going on around the dealership.

Just because I haven't seen you lately doesn't mean I forgot about you. Good customers like yourself are always important to me and I want you to know that I am here for you if you have any questions, concerns or needs regarding your vehicle. You can always reach me on my direct line at (123) 456-7890. When the time comes to add a vehicle or replace one you know you can count on me to help.

The service department has a special on (oil, lube and filter or any special that may be going on in the service department) this month and you can find a **coupon** on the website that will save you some money. If you are anything like me you are always interested in saving money so visit the website for the latest coupon.

(I hope all is going well with your (Ford, Chevy, Toyota, Chrysler...etc.) (model...Malibu, Explorer, Camry, Journey...etc.). The New redesigned 2012, 2013, 2014 (make and models) have come in and they have been a big hit.) (Anything that is new or special can be a great thing to mention or a positive news item about the manufacturer, but keep it short.)

Thank You for Your Business

Joe Salesman
Sales Consultant



ABC Motors
1234 Main St.
Anytown, IL 99999
My Direct Line (123) 456-7890
jsalesman@ABCMotors.com

P.S. I would love to have some more great customers like you so send me a customer and **I will send you a check for \$100 dollars**. Have them call, email or stop in and ask for me and then watch the mail for your check.

Annual Car Birthday Email:

To: (Customer Email Address)

Subject: A special day for your car...

Hi (Customer Name),

I hope you didn't forget!

It's your car's birthday.



Happy Birthday to your car on this special day from Joe Salesman at ABC Motors. Another year older and a few more miles, but a great car nonetheless.

Stop in For Your Complimentary Car Wash

(If your dealership has that service for customers, most do)

Thanks For Your Business

Joe Salesman
Sales Consultant



ABC Motors
1234 Main St.
Anytown, IL 99999
Direct Line (123) 456-7890
jsalesman@ABCMotors.com

P.S. I would love to have some more great customers like you so send me a customer and **I will send you a check for 100 bucks**. Have them call, email or stop in and ask for me and then watch the mail for your check.

Customer Birthday Email or Letter:

If your customer was a couple you should send a Birthday letter or email for each on their respective birthdays.

Email:

To: (Customer Email Address)

Subject: I did not forget about your special...

Hi (Customer Name),



Have a great day, you deserve it!

Thank You for Your Business

Joe Salesman

Sales Consultant



ABC Motors
1234 Main St.
Anytown, IL 99999
Direct Number (123) 456-7890
jsalesman@ABCMotors.com
(Website Link)

P.S. I would love to have some more great customers like you so send me a customer and **I will send you a check for 100 bucks**. Have them call, email or stop in and ask for me and then watch the mail for your check.

Customer Birthday Letter:

Use the same format and birthday graphics for the letter plus make sure you include 2 of your business cards. You should change the (100 bucks for \$100 dollars) in the P.S. section because you won't have to worry about spam filters and it's a good idea to bold the \$100.

Used Car Customer Follow-Up Schedule

Like I said earlier following up with used car customers requires some judgment on your part. When you sold a pre-owned car to a customer that bought the same brand that you sell, a Certified Car, has bought at your dealership in the past or live close I would put them on the following schedule. But if they bought a used car because they found you online while they were searching for a particular car then you need to use your judgment on whether you feel that you have a chance at earning their business the next time they are ready to buy a car. If have made a friend

and you think you will get them back or that they may send you referrals go ahead and put them on the same follow-up schedule.

Schedule for Used Car Customers

Next Day Phone Call
Next Day Thank You Card or Letter
One-Week Phone Call

Then use the following schedule.

Email Available

Every Other or Third Month Email
Annual Customer Birthday Letter

No Email Available

Every 3 Months Letter
Annual Customer Birthday Letter

Used Car Next Day Phone Call or Message:

Script:

Hello (customer name) this is Joe from ABC Motors, I just wanted to give you a call and make sure everything was good with your car and to see if you had any questions or concerns.

(Listen closely, answer their questions and address any concerns and let them voice their thoughts. Some people love to talk about their car when they know someone is listening. Compliment them for buying a pre-owned car. Say that it's wise to buy a couple year old car because they can avoid the high rate of depreciation that is so common with a new car. Even if they bought a used car because of budget reasons it is a good practice to compliment them so they feel good about their vehicle and make them feel like they made a smart choice rather than a budget choice.)

Well, I am glad things are going well with your car and if anything at all comes up or if you have any questions don't hesitate to give me a call. I want you to be happy with the purchase of your (make and model of car).

Thank you,
Have a Great Day (or evening)

Message:

Hello (customer name) this is Joe from ABC Motors, I just wanted to give you a call and make sure everything was good with your car and to see if you had any questions or concerns. We are all busy these days so if I can help in any way at all, just give me a call. My direct number is (123) 456-7890. I want you to be completely happy with your (make and model of car).

Thank You
Have a Great Day (or evening)

Next Day Thank You Card or Letter

Thank You Card

If you are sending a dealer supplied Thank You card or even one that you supplied yourself make sure you sign it and add a personal note. Something like; it was pleasure meet you and (Wife's name, husband name, brother name or whoever accompanied them to the dealership) to be of service to you during the purchase of your car. Then be sure to add two business cards in the envelope.

If you don't have Thank You cards provided by the dealership a well-written letter like this one will do the job just fine.

Thank You Letter

(Their Name)
(Their Street)

Prospecting, Referrals and Follow-Up
for the Car Sales Professional

(Their city, state and zip code)

Dear (customer name or husband and wife if a couple),

Thank you very much for choosing to purchase your (make and model) from ABC Motors and me. You are now a member of the family and if there is anything at all that I can do I am here for you. Whether you have a simple question or if you have any concerns I can be reached on my direct line at (123) 456-7890.

Your happiness and satisfaction with your vehicle is my number one concern. I value your business and look forward to serving you for years to come.

Our relationship has just begun and I am at your service when it comes to your future automobile needs.

I have enclosed a couple of my business cards so I can be reached at any time day or night, just call or drop me an email.

Thank You from the ABC Motors and Myself

Joe Salesman
Sales Consultant



(Your Photo)

ABC Motors
1234 Main Street
Anytown, IL 99999
(123) 456-7890
jsalesman@abcmotors.com

One-Week Call Script or Message

This call is very similar to the next day call.

Script:

Hello (customer name) this is Joe from ABC Motors, I just wanted to give you a call and see how everything was going with your car. It has been a week already and I was wondering if you had any questions or concerns.

(Listen closely, answer their questions and address any concerns and let them voice their thoughts. Make a little small talk about the weather or something.)

Just remember if anything comes up or if you have any questions don't hesitate to give me a call. I want you to be happy with car and completely satisfied with the experience at our dealership and with me.

Thanks Again,
Have a Great Day (or evening)

Message:

Hello (customer name) this is Joe from ABC Motors, I has been a week since you took home your (make and model of car). I just wanted to give you a call and make sure everything was well and to see if you had any questions or concerns. I am sure you are probably busy like most people today so if I can help in any way, just give me a call. My direct number is (123) 456-7890. Your complete satisfaction is important to me.

Once again thank you for your business and for allowing me to be of service.

Thank You
Have a Great Day (or evening)

Used Car Customer Email Follow-Up

To: (Customer Email Address),

Subject: Joe at ABC Motors has news for you

Hi (Customer Name),

This is Joe here from ABC Motors, just keeping in touch with one of my best customers. I am still here and no, I did not forget about you. I like to drop a line to my preferred customers from time to time to keep them up with what is going on around the dealership.

Just because I haven't seen you lately doesn't mean I forgot about you. Good customers like yourself are always important to me and I want you to know that I am here for you if you have any questions, concerns or needs regarding your vehicle. You can always reach me on my direct line at (123) 456-7890. When the time comes to add a vehicle or replace one you know you can count on me to help.

(If they bought the same brand as you sell new)

The service department has a special on (oil, lube and filter or any special that may be going on in the service department) this month and you can find a **coupon** on the website that will save you a few bucks. If you are anything like me you are always interested in saving so visit the website for the latest coupon.

(I hope all is going well with your (Ford, Chevy, Toyota, Chrysler...etc.) (model...Malibu, Explorer, Camry, Journey...etc. Your CRM should be able to insert this in automatically if you use a template). The New redesigned 2012, 2013, 2014 (make and models) have come in and they have been a big hit.) (Anything that is new or special can be a great thing to mention or even a hyper-link to a positive news report about your manufacturer, but keep it short. If they bought a Certified car you can mention a special finance rate on certified cars if available.)

Thank You for Your Business

Joe Salesman
Sales Consultant



ABC Motors
1234 Main St.
Anytown, IL 99999
My Direct Line (123) 456-7890
jsalesman@ABCMotors.com
(Link to your car salesman website if you have one)

P.S. I would love to have some more great customers like you so send me a customer and **I will send you a check for 100 bucks**. Have them call, email or stop in and ask for me and then watch the mail for your check.

Used Car Customer Letter Follow-Up

This is very much the same as the email, but you don't have to worry about spam filters. Make sure you put 2 business cards in the envelope.

Hi (Customer Name),

This is Joe here from ABC Motors, just keeping in touch with one of my best customers. I am still here and no, I did not forget about you. I like to drop a line to my preferred customers from time to time to keep them up with what is going on around the dealership.

Just because I haven't seen you lately doesn't mean I forgot about you. Good customers like yourself are always important to me and I want you to know that I am here for you if you have any questions, concerns or needs regarding your vehicle. You can always reach me on my direct line at (123) 456-7890. When the time comes to add a vehicle or replace one you know you can count on me to help.

(If they bought a brand you sell new)

The service department has a special on (oil, lube and filter or any special that may be going on in the service department) this month and you can find a **coupon** on the website that will save you some money. If you are anything like me you are always interested in saving money so visit the website for the latest coupon.

(I hope all is going well with your (Ford, Chevy, Toyota, Chrysler...etc.) (model...Malibu, Explorer, Camry, Journey...etc. Your CRM should be able to insert this in automatically if you use a template). The New redesigned 2012, 2013, 2014 (make and models) have come in and they have been a big hit.) (Anything that is new or special can be a great thing to mention or even a hyper-link to a positive news report about your manufacturer, but keep it short. If they bought a Certified car you can mention a special finance rate on certified cars if available.)

Thank You for Your Business

Joe Salesman
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jsalesman@ABCMotors.com

P.S. I would love to have some more great customers like you so send me a customer and **I will send you a check for \$100 dollars**. Have them call, email or stop in and ask for me and then watch the mail for your check.

Used Car Customer Birthday Email or Letter

You can use the New Car Customer birthday email or letter for used car customers. It is generic enough that it will work for any type of vehicle purchased. This save you from having more email or letter template than you need.

Orphan Customer Follow-Up

Schedule for Orphan Customers

Notice that the first two pieces of communication are letters that are mailed directly to the customer. You don't want to take a chance when it comes to email to for orphan customers. You didn't sell this customer and you are not sure if the email address in the file is accurate. It is critical that they receive these first two letters. You can test their email address for future follow-up, but snail mail letters are your best chance for getting noticed.

Original Letter for Orphans 1-Month Letter for Orphans

Then enter them into the schedule according to used or new buyers follow-up after phone call sequence and whether or not you have a valid email address.

Original Orphan Customer Letter

Hello (*Customer Name*),

It has come to our attention that the salesperson that helped you with the purchase your vehicle at ABC Motors is no longer with our dealership. However we feel it is important that you have a contact that here at ABC Motors should the occasion arise or if you just have a question about your vehicle or our services.

We have assigned (*Your Name*), one of our top sales consultants to be your personal contact here at ABC Motors. Their commitment to customer

service and attention to detail is available to you at anytime and for any reason. They can be reached directly by phone at (123) 456-7890 or by email at jsalesman@ABCMotors.com.

We value your business and consider you a member of the family here at ABC Motors. We look forward to serving your automobile needs for many years to come.

Thank You for Your Business

Joe Salesman
Sales Consultant



ABC Motors
1234 Main St.
Anytown, IL 99999
My Direct Line (123) 456-7890
jsalesman@ABCMotors.com

Enclosed: Please find two of Joe Salesman's business cards for your convenience.

1-Month Letter for Orphan Customers

Hello (*Customer Name*),

My name is (Joe Salesman) and I have taken over your account at here at ABC Motors. I have been informed that you are a very important customer to the dealership and that I am to treat you in the same manner as my Preferred Customers.

My experience and knowledge of the auto industry is at your disposal. I can be reached directly at (123) 456-7890 or by email at

jsalesman@ABCMotors.com for any reason at all or even if you have a question about your vehicle.

If you would like to be added to my Preferred Customer email list for my quarterly email that includes service and sales specials please drop me an email. Your email address will be kept confidential and you can opt-out at anytime. Many of my customers enjoy the head up on money saving offers here at ABC Motors. (if applicable and you have the time)

It will be a pleasure to serve you in the future for any of your automobile needs.

Thank You for Your Business

Joe Salesman
Sales Consultant



ABC Motors
1234 Main St.
Anytown, IL 99999
My Direct Line (123) 456-7890
jsalesman@ABCMotors.com

Enclosed: Please find two of my business cards enclosed for your convenience.

Unsold and Be Backs Follow-Up

Believe it or not there are some people that refuse to make a quick decision. They need time to think it over and think it over and think it over

again. So when you work with a potential customer and they refuse to buy today there are only a few reasons. They need to think on it (rare), they don't like you (common), they need a reality check (common), they didn't like the car (rare, unless you didn't listen to them) or they feel that they can get a better deal somewhere else.

You can't make them buy today so if you can't sell them and a manager can't sell them let them out politely and professionally, then follow-up with them. If you let them out badly all the follow-up in the world won't help.

After they leave your dealership and stop at another dealership (hopefully they don't meet a salesman or they will buy) they discover that you offered them a good deal or that their trade-in is not worth more money, but they don't want to come back because they are embarrassed. So a follow-up telephone conversation can be exactly what they need to get them back to your dealership. Here a couple of scenarios for that phone call.

Unsold and Be-Back Scenario Scripts

Trade-In

Hi (*Customer Name*),

(*You*)

This is Joe Salesman from ABC Motors. It was a pleasure meeting you (yesterday or earlier today) and I wanted to see if there was anything I could do for you to make your search easier?

When you left you said that your trade-in was worth more than we offered, right?

(*Customer*)

Yes, my car is in good shape and it has been well taken care of since I bought brand new.

(*You*)-(But you need to talk to your sales manager or used car manager first and tell him what you are doing. Some cars are not worth the effort.)

Well, I was talking with the used car manager about your car and telling him what you told me about your car and he said he would like to take

another look at your car. You see he had a few things going on at the time and admitted that he may not have given it the consideration he should have. We really want to earn your business. Can you stop back (later today or tomorrow and see if we can put together a deal that will make you happy?

(Customer)

I am very busy and I don't to waste my time.

(You)

I understand, but wouldn't it be worth the trip if you could put this car shopping behind you and move on?

(Customer)

I supposed it would be nice to get this out of the way, but I am not coming back for a couple hundred dollars.

(You)

I wouldn't be calling you if we didn't think we could work this out. I know your time is valuable and my time is too. The last thing we want to do is have you come over here and make you angry. We really want to earn your business and I wouldn't be asking you to come back if our Sales Manager didn't think that we could work a solution that we can both live with.

(Customer)

Well, I don't know.

(You)

How about it? What would be better (this evening or tomorrow afternoon)?

(Customer)

Tomorrow evening would work.

(You)

Great, I will be expecting you tomorrow evening.
Thank you, I will see you then. Good-bye.

Like I mentioned in the script above, you need to talk to your sales manager and let him know what you are planning before you call the customer. They need to know what is going on so this doesn't blow up in your face if the customer isn't happy with the outcome. If the customer was let out with numbers that were extremely low on the car and high on the trade, bringing them back will be of little or no value.

If the Sales Manager is behind you on this then call them and get them back in and make a deal. Very often the customer has done some research or visited another dealer since they were there and they are usually more flexible when they come back. If they comeback a deal can usually be made, but don't make any promises or give any numbers over the phone unless your Sales Manager has instructed you to do so.

Thinking About It

Hi (*Customer Name*),

(*You*)

This is Joe Salesman from ABC Motors. It was a pleasure meeting you (yesterday or earlier today) and I wanted to see if there was anything I could do for you to make your search easier?

(*Customer*)

No, we are still thinking about your offer.

(*You*)

I can respect that; it's not a decision to be taken lightly. You are talking about spending a lot of money and you want to make sure you get the most for your money. I do the same thing when I make a large purchase. Was there anything in particular that is holding you back?

(*Customer*)

No, we just have decided yet.

(*You*)

I understand. I just want you to know that I am here for you if you should have any questions or you are unclear about anything that we discussed

while you were here. I want my customers to be completely happy with their purchase so they can feel good about buying a car from me and refer me to their friends and family. Have you set a time to make your decision that will allow you to put this car shopping behind you?

(Customer)

Probably within the next week or so.

(You)

Great, well I don't want to keep you, I was just checking to see if there was anything I could do to help. My direct number is (123) 456-7890. You can reach me at any time if I can help.

(If you got an email address from them while they were at the dealership you should send them a note with links to positive articles about the car they are considering, including links to any positive reviews about you and your dealership. Remember what I said earlier about getting happy customers to write reviews online that include your name.)

Thanks, have a (great day or evening). I hope to hear from you soon, good-bye.

The last thing you want to do on a follow-up call to people that need to think about it is to be pushy. You want to offer your assistance and let it be known that you care about them. Most salespeople will not take this step or if they do they leave a poor impression. The customer will think about your call and feel that you are genuinely concerned which will make you stand out from the crowd. As long as this not something else that is keeping them from choosing you and your dealership you will be at the top of their list. The call them back in a day or two use the same script. You want them to feel good about doing business with you and not like you are being a pest. If all you get is voicemail leave a message that is short by using a couple of the lines from the script and your phone number.

Information

Hi (*Customer Name*),

(*You*)

This is Joe Salesman from ABC Motors. It was a pleasure meeting you (yesterday or earlier today) and I wanted to see if there was anything I could do to help with your car shopping?

(*Customer*)

No thanks, were are still looking around.

(*You*)

When you left you said you were gathering information before you made a decision so I thought I would call and see if I could help. I thought I would let you know that the (make and model) that you were considering is (*check out some automotive websites about the car they were looking at and quote some positive aspects. Like a Consumer Reports recommended vehicle, IIHS safety pick, high resale value, low cost of ownership, but make sure they are true and found somewhere reputable. Just one or two quotes is fine don't get crazy here.*)

(*Customer*)

Ok, thank you that is good to know.

(*You*)

(*If you did not get an email address while they were at the dealership.*)

If you have an email address I could send you some valuable information and links to help with your selection.

(*Customer*)

No that's OK, I have been looking online and read about the car.

(*Don't push for email on the phone, just offer.*)

(*If they give you an email address or you got one while they were there send them a note with links to positive articles about the car they are considering, including links to any positive reviews about you and your dealership.*)

Remember what I said earlier about getting happy customers to write reviews online that include your name.)

(You)

Great, well I don't want to keep you, I was just checking to see if there was anything I could do to help. My direct number is (123) 456-7890. You can reach me at any time if I can help.

Thanks, have a (great day or evening). I hope to hear from you soon, good-bye.

The "Information Be-Back" customer is very similar to the "Thinking About It" customer. So make it short and sweet and let them know that you care and are willing to help. (See above)

Price

This call should be made the next day.

Hi *(Customer Name)*,

(You)

This is Joe Salesman from ABC Motors. It was a pleasure meeting you (yesterday or earlier today) and I wanted to see if there was anything I could do to help with your car shopping?

(Customer)

Your price was too high.

(You)

I understand that you want the most bang for your buck because I do too when I go shopping. But I was talking to the Sales manager after you left and we decided that we really want to earn your business.

(Make sure you do talk to the Sales Manager first, but not right after they left. Give it a couple hours or the next day before you talk to them and ask if there is any room to make a deal with this customer. If the customer was let

*out with a Rock Bottom number **See Below** or if the Sales Manager says there is a little room then **See Below**)*

(Customer)

What is your BEST PRICE?

A Little Room to Move on Price

(You)

My Sales manager said that we have a little room to move and that we really want to sell you a car so, can you stop back in this evening (or tomorrow)?

(Customer)

How much room?

(You)

I don't have an exact number, we would like you to come in and work out something that we could both live with.

(Customer)

I don't have time to waste to drive back there, I need a number!

(You)

We have been selling (brand of cars) for nearly (#of years) years right here in (your town) and we won't lose a sale because of price. We will lay all our cards out on the table and do practically anything to make you a member of the (dealership name) family of happy customers. Can you come in this evening (or tomorrow)?

(Customer)

I am busy and I want a number before I come back.

(You)

I understand that your time is valuable. My time important to me too and I wouldn't be calling if we didn't think we could come to terms that would allow us to sell you a car. So how about it, can you stop back this evening?

(Customer)

OK, I will stop by tonight about 7:00.

(You)

Thank you, I am sure you will be happy that you did. See you at 7:00.

Good-Bye

No Room on Price

(Customer)

What is your BEST PRICE?

(You)

We gave you a great price when you left and I was hoping that you had some time to think about since then. It was very competitive and we would sure like to sell you a car.

(Customer)

You need to do better than that.

(You)

We felt that we gave you a great price when you left and I am sorry to say that we don't have any more room to move. After all we still have to make a little bit of money like every other dealership so we can pay the bills. I am sure you can understand that.

(Customer)

Yes, I understand, but I got a price from (your competitor) for less.

(You)

Did you go there and discover all the hidden fees, charges and undisclosed requirements?

(Customer)

No, but I called them and they gave me a lower price.

(You)

We don't like to play games here and we disclose all of the fees, charges, rebates and incentives so there are no misunderstandings. We have been selling (brand of cars) here in (dealership town) for nearly (# of years) and

we have many very happy customers. We would like to make you one of them and sell you a car. Can you stop back this evening?

(At this point you have done and said about all that you can do. They will either agree to stop back or they will tell that they are not coming back because you don't have the best price. Either way you should thank them for the opportunity and wish them the best of luck on purchasing their new car. Then call them back with the same script in two days if they did not agree to come in. Hopefully they either did some research or they visited the dealer with the better price offer and discovered that you were being honest with them when you talked. They might be willing to come back after a couple days or even worse they bought at the other dealership. Either way you made the effort to get them back in and if they visited the other dealer and they had a bogus price they might be too embarrassed to come back in if you don't call them and ask them. It is worth the phone call.

Unsold and Be-Back Phone Message

Ideally you want to get them on the phone, but some people just refuse to pick-up the phone when they see who is calling. So when that is the case you will have to leave a message. When you leave a message it needs to be short and it needs to give them a reason to return your call. You need to do more than ask them to call you back so you can talk.

Give them the “**Great News**” message for each situation as follows.

Trade-In Message:

Hello (Customer Name)

This is Joe Salesman from ABC Motors. It was a pleasure meeting you (yesterday or earlier today) and I wanted to see if there was anything I could do for you to make your search easier?

When you left you said that your trade-in was worth more than we offered, right?

Well I have some **Great News**.

I was talking with the used car manager about your car and telling him what you told me about your car.
Give me a call back soon as you get a chance on my direct line at (123) 456-7890.

Thank you,

Joe Salesman

Thinking About It Message:

Hi (*Customer Name*),
This is Joe Salesman from ABC Motors. It was a pleasure meeting you (yesterday or earlier today) and I wanted to see if there was anything I could do for you to make your search easier?

You are talking about spending a lot of money and you want to make sure you get the most for your money so I just wanted to see if there was anything else I could do for you.

By the way I was thinking about your vehicle choice and I had an idea. Give me a call as soon as it is convenient, my direct number is (123) 456-7890.

Thanks again,

Joe Salesman

More Information Message:

Hi (customer Name)

This is Joe Salesman from ABC Motors. It was a pleasure meeting you (yesterday or earlier today) and I wanted to see if there was anything I could do to help with your car shopping?

When you left you said you were gathering information before you made a decision so I thought I would call and see if I could help.

I had a thought about the car you were considering. Give me a call as soon as it is convenient, my direct number is (123) 456-7890.

Thanks Again

Joe Salesman

Price Message: Little Room to Move

Hi (*Customer Name*),

This is Joe Salesman from ABC Motors. It was a pleasure meeting you (yesterday or earlier today).

When you left you said our price was too high.

Well, I have some great news.

I was talking to our Salesman Manager about your deal. Give me a call at your earliest convenience. My direct line is (123) 456-7890.

Thank You

Joe Salesman

Price Message: No Room to Move

Hi (*Customer Name*),

This is Joe Salesman from ABC Motors. It was a pleasure meeting you (yesterday or earlier today).

When you left you said our price was too high. We would really like to earn your business. Give me a call at your earliest convenience. My direct line is (123) 456-7890.

Thank You
Joe Salesman

When you leave these messages on a customers voicemail and they call you back on the Trade-In or Price go to the script for guidance when you talk to them.

When they return your call because of Thinking About It or Information you should have an idea at hand. Go to the script and also tell them that you got a couple new colors in today, different trim levels to choose from, new incentives were announced or something that they didn't know earlier. Also included the tips or news information suggested in the script.

The main idea of these messages is to tease them and get them to call you back because you have much more control and input over the phone. You are a Car Sales Professional and your skills of being able to talk to people work much better on the phone than they do on paper or in email.

Unsold and Be-Back Letter or Email

The last thing you want to do is send them a letter or and email when they won't return your calls, but it is better than nothing and I have gotten results in this manner.

Email is the best, but if you don't have an email address you don't have much choice.

Trade-In:

Hi (*Customer Name*),

This is Joe Salesman from ABC Motors. It was a pleasure meeting you (yesterday or earlier today) and I wanted to see if there was anything I could do for you to make your search easier?

When you left you said that your trade-in was worth more than we offered, right?

Well, I was talking with the used car manager about your car and telling him what you told me about your car and he said he would like to take another look at your car. You see he had a few things going on at the time and admitted that he may not have given it the consideration he should have. We really want to earn your business.

I wouldn't be calling you if we didn't think we could work this out. I know your time is valuable and my time is too. The last thing we want to do is have you come over here and make you angry. We really want to earn your business and I wouldn't be asking you to come back if our Sales Manager didn't think that we could work a solution that we can both live with.

Call me at your earliest convenience. My direct line is (123) 456-7890.

Thank You

Joe Salesman
Sales Consultant



ABC Motors
1234 Main St.
Anytown, IL 99999
My Direct Line (123) 456-7890
jsalesman@ABCMotors.com

Thinking About It and Information:

Hi (*Customer Name*),

This is Joe Salesman from ABC Motors. It was a pleasure meeting you (yesterday or earlier today) and I wanted to see if there was anything I could do for you to make your search easier?

You are talking about spending a lot of money and you want to make sure you get the most for your money. I do the same thing when I make a large purchase. Was there anything in particular that is holding you back?

I want you to know that I am here for you if you should have any questions or you are unclear about anything that we discussed while you were here. I want my customers to be completely happy with their purchase so they can feel good about buying a car from me and refer me to their friends and family. Have you set a time to make your decision that will allow you to put this car shopping behind you?

I was just checking to see if there was anything I could do to help. My direct number is (123) 456-7890. You can reach me at any time if I can help.

Thank You

Joe Salesman
Sales Consultant



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1234 Main St.
Anytown, IL 99999
My Direct Line (123) 456-7890
jsalesman@ABCMotors.com

Price:

Hi (*Customer Name*),
This is Joe Salesman from ABC Motors. It was a pleasure meeting you
(yesterday or earlier today).

You are talking about spending a lot of money and you want to make sure
you get the most for your money. I do the same thing when I make a large
purchase. Was there anything in particular that is holding you back?

When you left you said our price was too high. We would really like to earn
your business. Give me a call at your earliest convenience. My direct line is
(123) 456-7890.

Thank You

Joe Salesman
Sales Consultant



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jsalesman@ABCMotors.com

Just like the messages you should have the scripts handy when they call you back. If they email you back send them an email asking them to call you and include your phone number. You don't want to have any discussions over email. You want them on the phone.

Miscellaneous Emails and Email Blast Ideas that Work

Use these emails sparingly or you will condition your customers to simply delete your email when they see them. When you have a special sale or event is fine, but try and limit these to about 4 or 5 times a year.

Big Event or Special Sale

Most dealerships have a couple events or special sales a couple of times a year and this is a great time to remind your customer that they are important and that you are thinking about them. When dealerships host these kinds of events they usually send a mailer to all their customers, but you still want to send an email to your customers because the more exposure the better. Plus the mail piece they receive from the dealer might get them thinking and then they receive an email from you with your picture and phone number it could be just the ticket to get them to stop by and if that happens you definitely want them to be looking for you.

Whatever type of sale or event it may be you should use the same text email with a few changes. ***My best results*** have come from almost all text emails with little or no pictures. The idea is to peak their curiosity and get them in the store so you can do your magic. We all know that once they go for a test drive and smell that new car smell they do things they would never do otherwise. Here is a sample.

Sample Email for Big Sales or Special Event

To: (Customer Email Address)

Subject: You should be aware of this at ABC Motors

Hi (Customer Name),

Because you are an important customer to me, Joe Salesman and ABC Motors I wanted to make sure you were aware of the (event or sale) that is starting on (day and date).

This only happens a couple times a year and I thought someone that has been a great customer and a smart consumer like yourself would like to know.

Specials Include:

- Special Low Financing Rates
- Expanded Selection
- Special Trade-In Allowances
- Extra Staff on Hand to Handle the Crowds
- Express Trade-In Appraisals
- (Or anything else you can think of here)

Even if you weren't thinking about getting in to a brand new vehicle this could be the best time to make your move. You may even be able to **lower your payments** with incentives like these. Trade-In values are at an all-time high so stop by and let me show you what I can do for you, a valued member of the ABC Motors family.

Thank You

Joe Salesman
Sales Consultant



ABC Motors
1234 Main St.
Anytown, IL 99999
My Direct Line (123) 456-7890
jsalesman@ABCMotors.com

Sample Email for Buy Back or Equity Position

To: (Customer Email Address)

Subject: Based on your history at ABC Motors

Hi (Customer Name),

We had a meeting the other day about our used car inventory with our Used Car Manager. You see our used car inventory is low because used cars sales are up. This is causing the used car market to increase the value of good used cars.

Based on my records your current vehicle may be one of those make models that have reached a higher than normal trade-in value. Therefore if you were thinking about upgrading to a new vehicle you couldn't find a better time.

Our used car manager has been stepping up and offering more than usual for good trade-ins like yours. I would welcome the opportunity to take a look at your old car and show you how you can benefit from this used car market situation.

Some customers have even been able to get a new car and their lower payments, not to mention a full warranty and better gas mileage.

Give me a call directly and let me show you what I can do to put you in a brand new (brand of vehicle) at (123) 456-7890 or drop me an email.

Thank you,

Joe Salesman
Sales Consultant



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1234 Main St.
Anytown, IL 99999
My Direct Line (123) 456-7890
jsalesman@ABCMotors.com

This is a great email for those people that are done making payments, had a large down payment which puts them in a positive equity position and those very close to paying off their car. You don't want to send this to customers that are only a year or two into their loan because they are usually upside down. When they call you or email you all you have to do is tell them that that you need to see their car so you will have an accurate number to work with. Once they come in you take them through your regular routine. You want them to test drive and feel the wheel. Do not give them any numbers over the phone or through email. Don't promise to lower their payments because we know that is usually not going to happen. Don't lie to them or tell them a bunch of B.S. Treat them like a customer that wants to buy a car, because they do.

They are not going to call you or come in unless they really want a new car. We all know that getting them in the door and thinking about having a new car is half the battle. This email is designed to plant the seed of having a new car. The rest is what we do every day to sell a car. Now, do your magic and make some money!





Tracking Results

The only way that you are going to know what is working is to track your results. You should keep tabs on how many people you bring in by prospecting, how many from referrals and how many past customers you sell. But wait, that is not enough. You also need to know how many you brought in and your closing percentages on these customers. Then you should also keep track of your grosses on these customers.

Once you have the numbers and results you can decide what area needs more work and what types of activities create the most opportunities and the most income. Selling cars is all about the money, so maximize your efforts in the areas that have increased your income and work on the areas that are lacking. Prospecting, referrals and following up with customers can potentially double your sales and your car salesman income.

It's Your Business

Being a professional and successful car salesperson requires more than being a good employee. You need to think of yourself as a business, because a top car salesperson is a marketable commodity. You are in demand and when you can sell cars month in and month out. Dealerships all over the country will want you. You can go anywhere and make a great living when you are a True Car Sales Professional.

With that said, I have given you the tools to take your career to the next level right here in this book, the level where customers come to the dealership because they want **you** to sell them a car. They send their friends and family to see you because they know how you operate.

However you need to take the initiative and do the work that is required to get them to call you and ask for you. At first it will seem like a lot of work and it is, but the rewards are plentiful. Consider it an investment in your future just like building any business.

We have all seen the successful businessperson that enjoys their success, but you didn't see what it took to achieve that success. They worked hard, promoted their business and grew it to what you see today. They sent letters, emails, flyers, built websites, and spent many thousands of dollars on advertising. It didn't happen overnight, it takes years to grow a successful business.

You can start now and grow your business or you can wait until all the other salespeople are standing on the curb waiting for Fresh Ups and bitching about the slow showroom traffic. If you wait you will wish you started immediately or you can start now grow your business, which is the key to making the big bucks. You decide what you want out of your business!

Let's go move some metal and make some money!

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