

The logo for the Ford Minority Dealers Association is a central oval with a multi-colored, hand-painted border in shades of blue, green, yellow, and red. Inside the oval, the text "FORD MINORITY DEALERS ASSOCIATION" is written in a bold, black, sans-serif font.

**FORD MINORITY
DEALERS ASSOCIATION**

Managing the Modern **Lead**

From Their Screen to Your Showroom

Minority Dealer's Association

September 22, 2016

Your Presenters

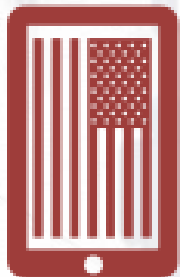


Matt DeFiglio
Phone Skills Guru
Applied Concepts



Andy Warner
Lead Conversion Guru
CDK Global





Americans With
Smartphones

68%

In 2015

35% in 2011



Click to Call

38 billion in 2014

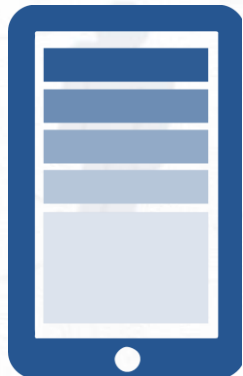
expected growth

73 billion in 2018



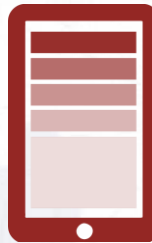


1880's



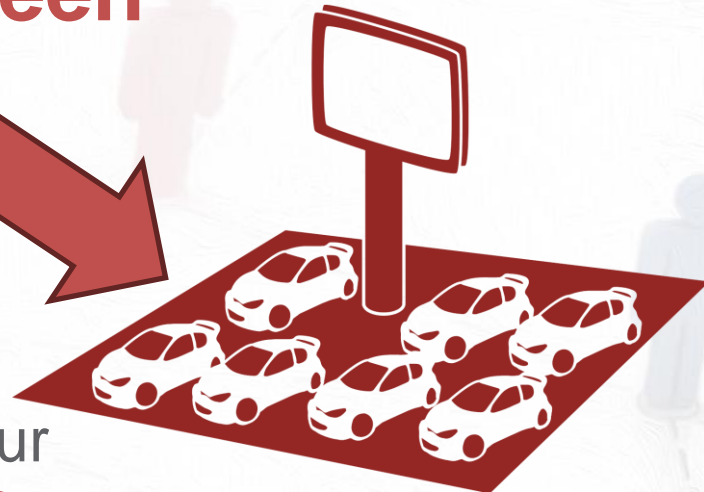
Today

From their
screen



To Your

Showroom



The Path to Purchase



16.75 total hours in 2015

15.5 in 2014

13.75 in 2013



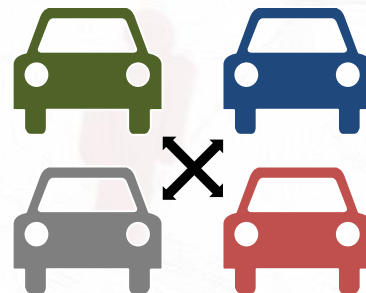
89% are in-market for
3-months or less

The Path to Purchase



63%

enter market not
entirely certain on a
model



4 brands considered

5+ brands for luxury

The Path to Purchase



Visiting **1 to 2** dealers
versus 5 in 2005



56% of buyers test drive
1 vehicle or less

Critical Touchpoints



Receptionist



Form Lead



Phone Lead



INSPECT WHAT YOU EXPECT

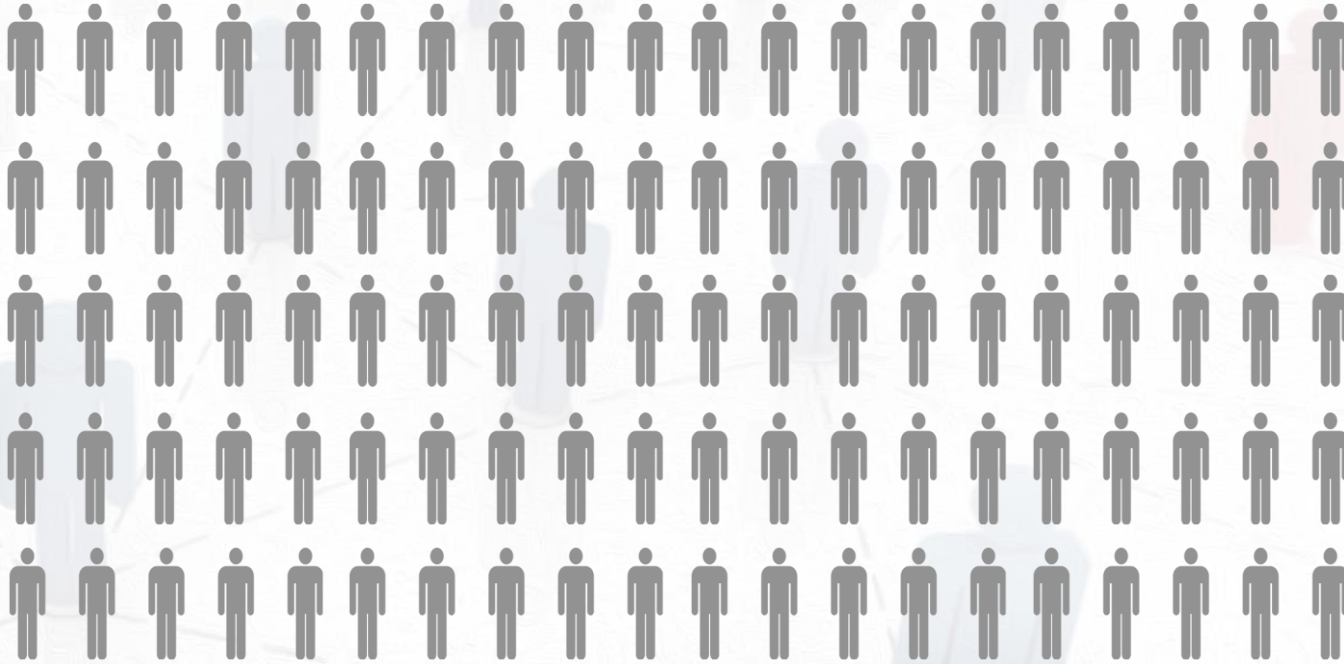




RECEPTIONIST

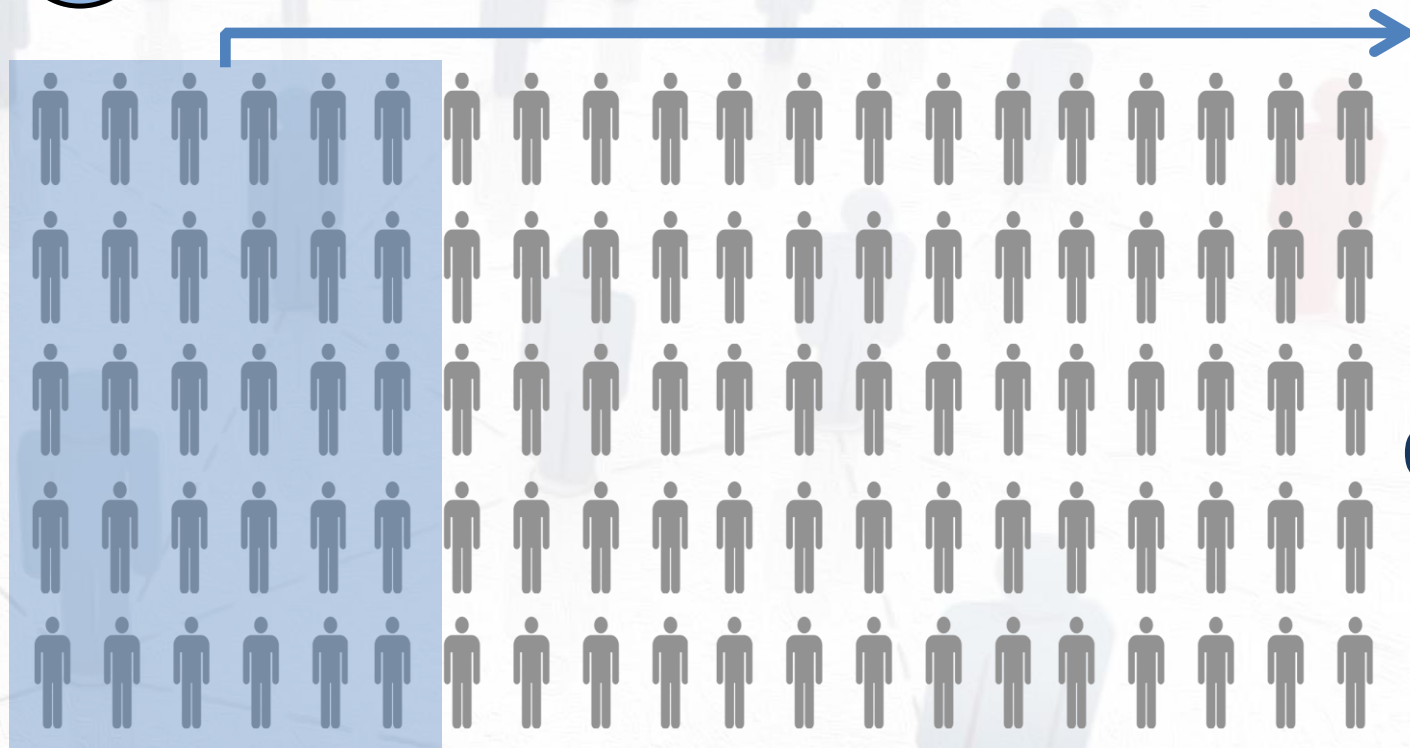


Of 100 Calls Answered...





Of 100 Calls Answered...



20-30%

**Don't
get
Connected**





Warm Transfer



Customer



Receptionist



Sales

1. Reason for call
2. Exchange names
3. Hold (with permission)





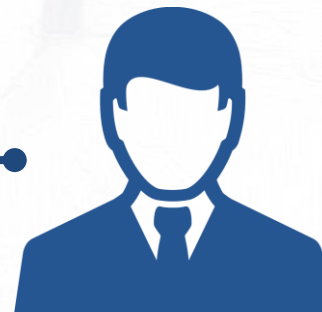
Warm Transfer



Customer



Receptionist



Sales



4. Connect with department
5. Describe who & what





Warm Transfer



Customer



Receptionist



Sales

- 6. Back to prospect
- 7. Make introductions





Warm Transfer



Customer



Receptionist



Sales

8. Complete the transfer





Inspect / Expect

- Listen to the first 30 seconds of 2-3 calls per week
- Listen for “smile on their face”
- Listen for warm transfer
- Train / Coach





FORM LEAD



Form Lead Responder

Designated vs. Dedicated



Responding to Leads



Quality



Speed

CSI: DIGITAL





Responding Appropriately?

FordDirect.com Welcome - Bowen Scarff Ford, Tue, Sep 20, 2016 Technical Support (844) 231-3805 Release Notes

Quick Search Home + Add Search DeskLog Service Leads Off New Lead Un

Customer **Internet Sales Rep Dashboard**

Bowen Scarff Ford, -

Desking Inventory Prospects Organizer Dashboards

BDC Internet Sales Service Tasks More Recall 1 Mail VBDC Campaigns Service Reports

Hot Opportunities(506) Today's Activities(0) Unmatched Msgs(1) Service Leads(0) Parts Leads(1)

New Leads (6)

Type	Date/Time	Customer	Phone Number	Vehicle	Timer	Elapsed Time	Source	Assigned To
⚡	9/19/2016 8:03 PM	sigmand, John	(951) 598-5659	2016 Explorer	⌚	0mins	TrueCar	Roberts, Julia
⚡	9/19/2016 7:18 PM	BRIGGS, AMANDA	(425) 272-7643	2016 Escape	⌚	0mins	FordDirect	Schwartznau, Brent
⚡	9/19/2016 10:15 PM	Yu, Kyung	(253) 292-0521	2010 Tucson	⌚	0mins	Cars.com	Leveron, Gaby
⚡	9/20/2016 4:28 AM	Jair, Ammy	(253) 639-6555	2016 Edge	⌚	0mins	FordDirect	Ford Direct - Lead
⚡	9/20/2016 6:12 AM	Horstman, Adam	(253) 652-9299	2016 Focus	⌚	0mins	FordDirect	Leveron, Gaby
⚡	9/20/2016 7:12 AM	Graden, Kevin	(360) 761-9073		⌚	0mins	ContactAtOnce	Leveron, Gaby

6 Lead(s) Waiting for Response

Customer Replies (500) Select Department

Received	Salesperson	From	Subject
9/20/2016 4:28 AM	Gaby Leveron	Ammy jair (starlead@eleadcrm.com)	Ford ADF XML Lead
9/19/2016 8:04 PM	Julia Roberts	John sigmand (truecar@leads.truecarmail.com)	TrueCar / TrueCar: New Customer Inquiry
9/19/2016 5:20 PM	Brent Schwartznau	Dalesandro Sus (dealer-leads@messages.cargurus.com)	Phone Lead from CarGurus
9/19/2016 4:33 PM	Brent Schwartznau	Kiguru Simon (dealer-leads@messages.cargurus.com)	Phone Lead from CarGurus
9/19/2016 2:16 PM	Brent Schwartznau	Charles Boyles (dealer-leads@messages.cargurus.com)	Phone Lead from CarGurus

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What's the real question?

Lead Source: FD - Ford Direct - Lead
Lead ID: 93873672

PROSPECT INFORMATION

First Name: Ashley
Last Name: Cressionie
Email: ashleyvienne@gmail.com
Phone (voice) (no preference) : 3373569205
Street Address: 6521 W Congress St
City: DUSON
State: LA
Zip Code: 70529

VEHICLE WANTED INFORMATION

New/Used: New
Year: 2017
Make: Ford
Model: Explorer
Price Comments: MSRP
Options: -
XLT

SHOPPING TOOLS

Configuration URL: <http://www.quickquote.ford.com/2017-Ford-Explorer?gnav=header-suvs&redirectpage=Bp2ChooseYourPath>

CUSTOMER COMMENT INFORMATION

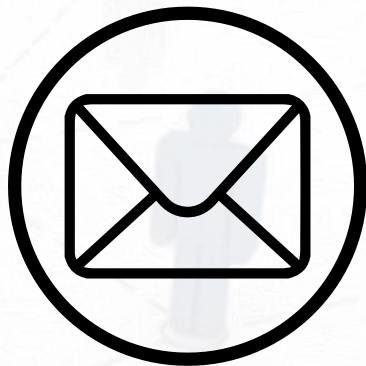
Comments: <https://www.dashboard.dealerconnection.com/Leads/Details?LeadId=93873672> Type: MSRP, Based on their zip code
\$64,616, Average Age: 37.6, Percent Home Owners: 27%, Percent with Children: 27%, Percent with Bachelor's Degree or Greater: 8%, Average
code level.

Credit App





Critical Touchpoint



Keep Subject Lines Short
and To the Point



Email Subject Lines

Average Performers

Finding a vehicle that fits your needs

Hello Mr. Castro

Greetings from Hometown Ford

I am here to help

Top Performers

Reply to your New Fusion Request from Hometown Ford

Hometown Ford – Your Purchase Quote

Pricing on your 2016 Ford Fusion

Your price quote from Hometown Ford





Inspect / Expect

- Assign Dedicated Staff to Handle Lead
- Look for Quality Over Speed
- Review the “raw” Lead in your CRM
- Review Email Subject Lines
- Train / Coach





PHONE LEADS

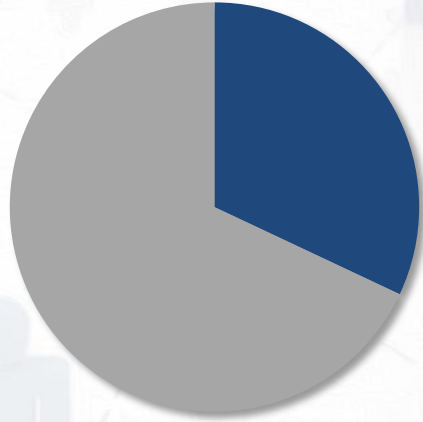


Effective Phone Handling

- Name
- Number
- Appointment

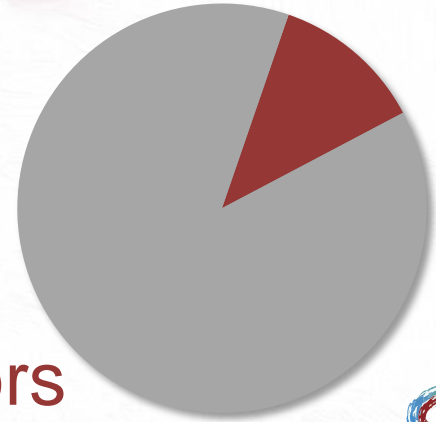


Ask For An Appointment



32%
Sales Associates

12%
Service Advisors





Leading Practices

Average Performers

No meet and greet

Don't ask for contact info or rely on caller id

"Do you want to come in?"

"When you come in, ask for me."

Top Performers

Verbal handshake

Ask for a phone number or other contact information

"When would you like to come down to drive/see one?"

"We can always set a tentative time that we can change if necessary."

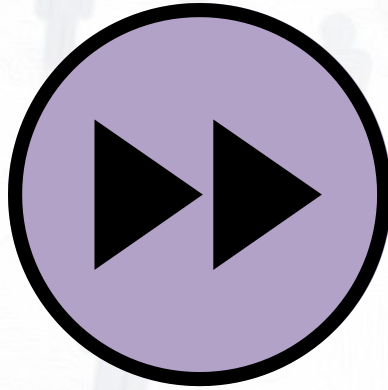




Inspect / Expect

- Listen to calls weekly and review as part of your Sales and Service Meetings
- Listen for Name, Number and Appointment
- Listen to calls less than 2 minutes in length
- Train / Coach





NEXT STEPS FOR MANAGERS & DEALERS



Inspect / Expect

- Monitor customer activity on the floor, web and phone
- Overcome objections & set appointment
- Listen to calls/emails
- Train / Coach
- Review of your appointment board
- Monthly review of calls/emails with the staff





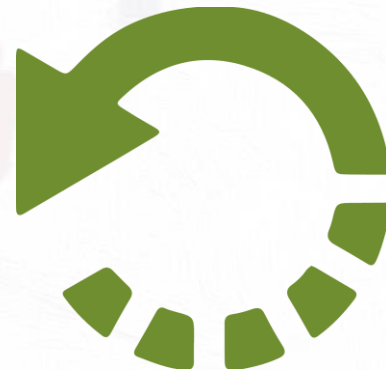
Inspect What You Expect



Observe



Get Involved



Follow Up