

You're Online, They're Online

So Why Aren't You Converting More eLeads to Sales?

Ask yourself:

1. Do you specifically answer all eLead questions quickly and concisely?
2. Are you giving them a great price and offering options?
3. Does your dealership have good online reviews that demonstrate that you operate with integrity?

In EFG's most recent national research study, consumers shared their minds so you can gain a share of their wallet!

How they're finding you >>

Most respondents (67%) are doing their car research using a computer at home - and likely **not during your normal business hours.**

How might you change your auto-responders to speak to this? When does your BDC shut down?

Why they're choosing you >>

Price and your ability to answer a customer's specific questions, without a phone call or appointment, are deciding factors as to where your customers will buy their next car.

Answer the customer's questions quickly and comprehensively, using the method they choose for contact (online).

According to Equifax, consumers have transitioned to visiting only 1.1 dealerships before they buy.*

