

COVID-19

Tips for your Dealership

SALES

Document your amped-up cleaning efforts



No Handshake Zones

Let the customer keep the pen they sign with (even better if it's branded to your dealership!)



Encourage customers to use your online shopping tools

- Online chat
- Virtual Test Drive
- Value the Trade-In
- Get a Quote Online
- Online Finance Apps



Highlight alternative test drive options

- Deliver vehicles to home or office
- Vehicle will be sanitized and ready to go
- Remind customers that most vehicles have an online, 360-degree view of vehicle



Offer a one-hour window for shoppers who are at increased risk (elderly, compromised immune systems, etc.)



Communicate your "online purchase process", no matter what it is:

- Document it: Write it down, spell it out
- Get it out there:
 - Social media
 - Email
 - Blast calls



Know the incentives being offered by the OEM

- Does everyone on staff know? Create a cheat sheet
- Segment your customer base by those eligible, market to them specifically



SERVICE

Document your amped-up cleaning efforts

No Handshake Zones

Remind customers of your online service tools

- Schedule Service Appointments Online
- Order Parts Online

Offer a concierge service

Pick vehicles up from home or office, and deliver them when complete

Offer a one-hour window for service customers who are at increased risk (elderly, compromised immune systems, etc.)

BONUS TIP

Help those who buy or service a vehicle with you!

Free toilet paper, case of water, DoorDash or GrubHub gift cards, etc.

Driving and Protecting Your Future



efgcompanies.com

800-527-1984