

Secrets from a
**Mystery
Shopper**



Mystery..

Five tips to implement **TODAY**
to turn online inquiries
into sales.

“
**What You
Don't Know
Won't Hurt
You**
”

We strongly disagree.

NOT knowing how your dealership handles potential customers' online inquiries **could be exactly what is hurting your profitability.**

EFG analyzed **ten years** of mystery shops performed for dealerships across the nation to crack the case.

Our team investigated more than **1,000 dealership communications**, including chat, text, email, website, and automated responses.



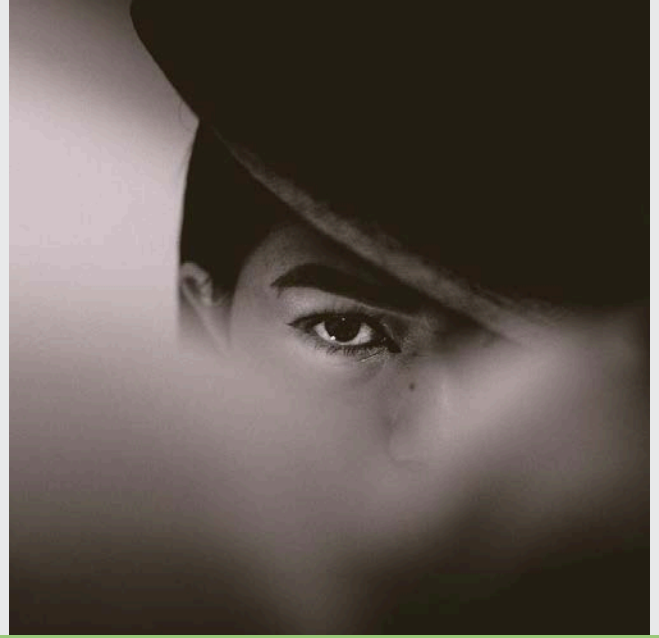
Of all the online inquiries your dealership receives each day...

- How many are **ignored?**
- How many leave the customer with **unanswered questions?**
- How many are **bounced around** to several dealership employees?
- How many of your responses sit unread in a customer's **JUNK mail?**

**This eBook reveals
5 INSIDER TIPS
that will turn more
inquiries into ups and
more ups into sales.**

Insider Tip #1

Respond to the Customer!



Sales 101

Out of all the inquiries made in which the consumer emailed with interest in a vehicle...

22% - the consumer received **no response** or information from the dealer

SHOCKING RESULTS:



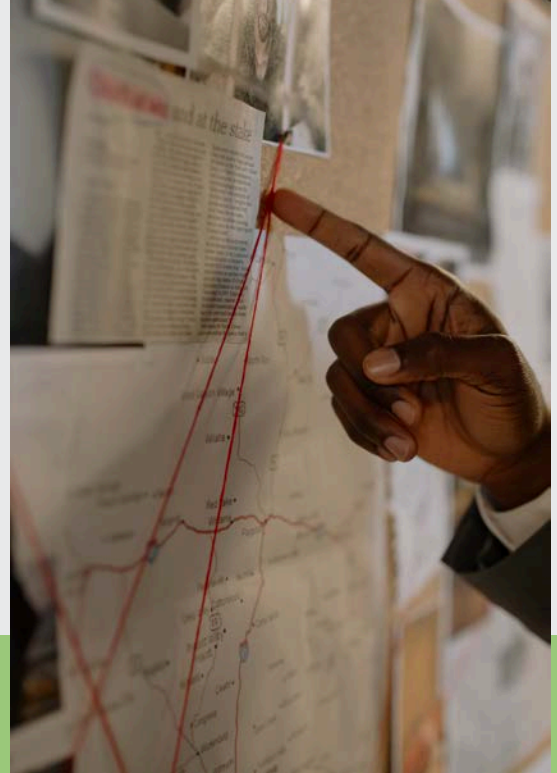
TIP:



Periodically test your CRM to ensure that the emails it generates are reaching customer inboxes.

Insider Tip #2

Nail the First Interaction



First impressions matter.

First interactions **set the tone for the entire conversation**, and are the most significant reflection of a dealership's customer service and efficiency. Getting first impressions right online is **just as crucial** as a face-to-face interactions. Tell them **WHY TO BUY** from you!

54%

54% of automated messages were perceived as **not useful**.

57%

57% of first communications **did NOT set the customer's expectations**.

62%

In 62% of the mystery shops analyzed, shoppers had to **repeat their questions**.



TIP: Include your value proposition in the initial email, set expectations, and review the customer's questions before responding.

Insider Tip #3

Make Your Hand-offs Graceful



Coordinate hand-offs between team members.

Moving a customer through the sales process requires coordination. **Failed employee hand-offs, causing confusion and wasted time,** can quickly derail sales opportunities.

During our investigation, where an inquiry was handed off to multiple salespeople (from the CRM to the BDC to Internet Sales and beyond), **31% of those exchanges were handled poorly,** leaving the customer confused and frustrated.

If your customer is shopping 2-3 dealerships online, make sure **your customer experience is the one they remember.**



TIP: Assign 1-2 team members to each eLead to maintain continuity. Let the shopper know when another salesperson will be taking over the inquiry.

Insider

Tip #4

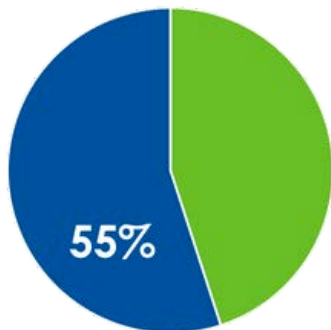
Just Answer
the Question!

Is this your
best price?

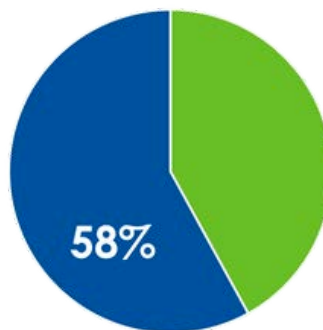
Does it
come with a
warranty?

Answer online questions as if they were in person.

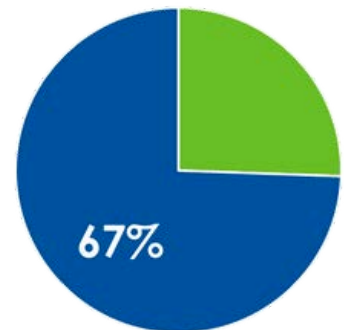
Prior to the pandemic, standard practice in the BDC was to make appointments for as many website inquiries as possible. Post-pandemic, **customers are adept and excel at shopping online**. Your online shopper has the same questions as the one in your showroom. Yet, when pressed for information on price or warranty coverage, salespeople require an in-person visit to continue the conversation.



Did not answer all
customer questions



Did not provide
warranty information
(when requested)



Salespeople
unwilling to discuss
pricing online

TIP: Sales and finance team members must work together to close the sale, using all resources at their disposal to answer all customer questions.



Insider Tip #5

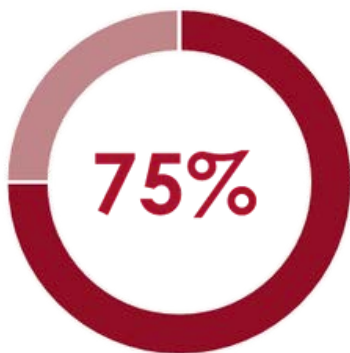
Give Them a Reason
to Buy FROM YOU!



Know your **WHY BUY HERE** message.

How much of your marketing budget is spent on differentiating your dealership from the one down the street?

So, why not tell your eLeads about it?



In 75% of our inquiries, the salesperson did not communicate the dealership's "Why Buy Here" story or value proposition!

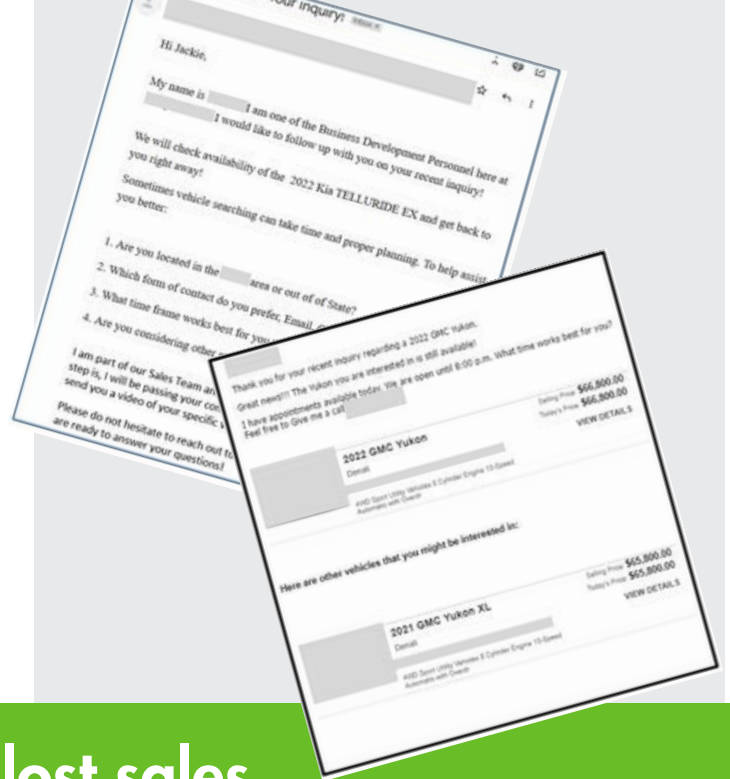
Give the customer your **WHY BUY HERE** message in the first digital communication and repeat it as often as possible.

TIP:



Communicate your **WHY BUY HERE** or the amazing features of the vehicles and F&I products you sell. Do it with **VIDEO**, and you'll reach customers in a personalized, completely unique way.

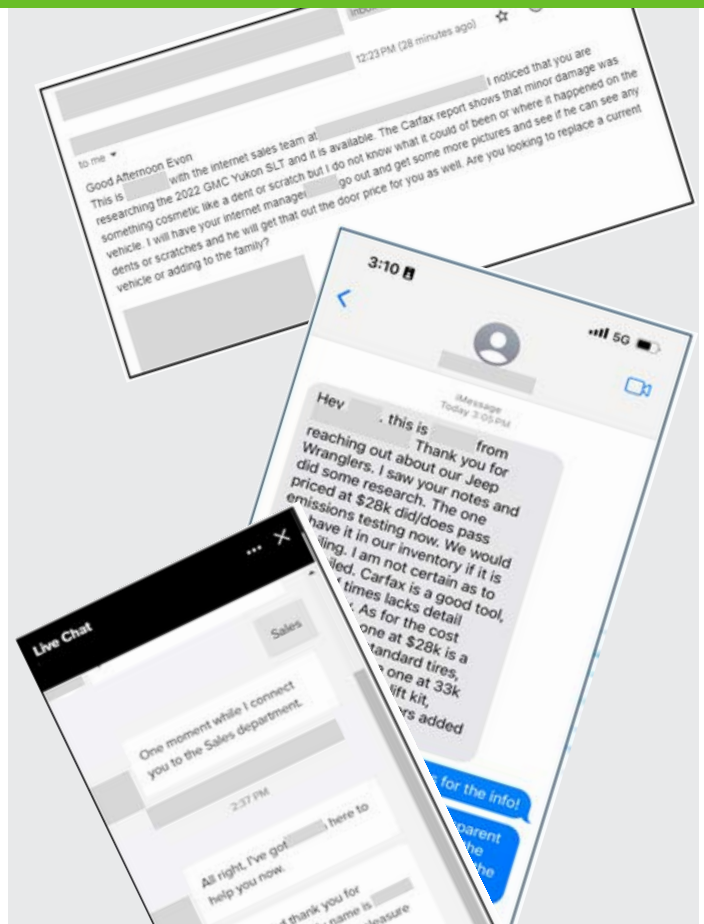
The Profitable Solution: Transparency and Training



Don't let bad habits turn into lost sales.

Our mystery shop investigation shows that the salespeople who were most successful in converting e-leads were **well-coordinated team players who were unafraid to be completely transparent online.**

- You train your sales team on the Road to the Sale.
- You train your F&I team on product value proposition and compliance.
- **Why wouldn't you apply the same approach to digital retailing and managing e-Leads?**



CASE CLOSED!

For more information about EFG Companies:
www.efgcompanies.com | 800-527-1984