



AMAZING Used Vehicle Manager

Positive and Progressive Ideas and Concepts



Have you or your Sales Consultants started using an AI tool?



► Sales Consultants and Sales Managers can leverage AI tools in various ways to enhance their sales process, improve customer interactions, and streamline their workflows. Here are some of the ways.

1. During the sales process for product comparisons
2. Acquiring product knowledge about off-make pre-owned vehicles
3. Replying to an e-lead
4. Replying to a sales call
5. Follow-up
6. Content creation for social media platforms, blogs, website, newsletters, automotive tips
7. Training: stimulate customer reactions, role-play and sales skills
8. Marketing materials – ad creation – vehicle descriptions
9. Market analysis for social media targeting
10. Trends

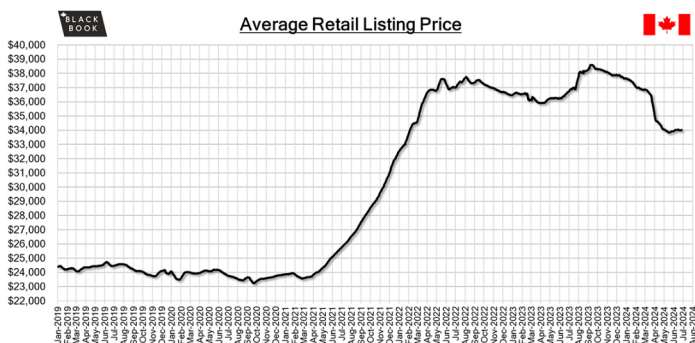
Success Tip ★

If your customers have children who will be driving the new vehicle they are picking up from you, suggest they bring their children along for the delivery experience so they will be comfortable allowing them to use the vehicle on Saturday night when they ask for the keys. When your customer shows up with their children, they will be introducing you to your potential future customers. Be sure to connect with them on social media platforms and start a relationship with them.



Success Tip ★

Be sure to have a list of your customers who will be servicing their vehicle at your dealership the next day. Check your CRM for lifestyle notes about your customer so that you can use fact-recall when you visit with your customer.





Run Optimized Vehicle Ads to Run Highly Targeted Campaigns



TikTok's ad targeting options let you show your vehicles to users based on their interests, behaviors, and demographics. Precise audience targeting allows your ads to reach users who are more likely to be interested in your inventory.



90% of Canadian automobile consumers use YouTube in their vehicle purchase journeys. 70% of those said that they made their final selection based on YouTube vehicle review videos. Are you producing 2 to 3 minute video reviews for each of your used inventory yet?



How to generate more appointments from sales calls?

When fielding a sales call, most Sales Consultants close for an appointment far too quickly and miss an opportunity to engage a potential customer and build rapport. Here are some great tips that will immediately generate more appointments.

1. Comply with the caller's request.
2. Confirm or get the caller's phone number and
3. Stay on the line by asking your caller the following: "While I have you on the line, do you mind if I ask you a few questions?"

Most callers will be pleased to stay on the line with you and answer some questions since you're giving the caller what they want. Some examples would sound like this after pleasantries have been exchanged.

"Do you still have the 2019 Kia SOUL EV Luxury Edition I saw advertised on your website and is that your best price?" "The Kia Soul is a spectacular vehicle.

Let me save you some time and I'll get right back to in the next 10 minutes or less and if it's still available, I'll check with my Sales Manager how firm or flexible he would be on the price for you. Are you calling from out of town or local... (Caller replies)

I see you're calling from 888.555.1212. Is that a number I could reach you at?... (Caller replies) While I have you on the line, do you mind if I ask you a few questions?" (Caller replies) "Yes, go ahead."

Now you have an opportunity to ask qualifying questions just as you would with a visiting client. If you answer the caller immediately because you know the answer, your call could be all over. Don't be too smart for your own sake. Not knowing the best price, trade value or payments will allow you to stay on the line with a caller, further engage them and develop more rapport.



Using a Sales Call Capture Form like this one shown here prompts a Sales Consultant to ask more relevant

It's a Great Day at (Dealer Name). Thank you for calling. This is _____ Speaking. I'd like to help you today!

Sales Consultant: _____ Date: _____

VEHICLE SELECTION: Must have features: _____ (Compliment) Have you decided on this model or are you considering other makes & models? _____ Drive one? _____ Time left? _____ Local / Out of town? _____ Yes: Per Year: _____ For Yourself/Other: _____ For Work / Towing: _____ Occupants: _____		FINANCIAL DIMENSIONS: Initial Monthly Payment: _____ Up to: _____ Cash Outlay: _____ Down Payment: _____ 10% or More: _____ Introduce Promotions: Yes / No _____ Pre-Approval: Yes / No _____	
CURRENT VEHICLE: Year: _____ Make: _____ Model: _____ Km/s: _____ Original Owner: Y/N _____ Reason for Change? _____ Ever Appraised: Y / N _____ Ex / month on fuel: _____		Remaining Payments: Payment: _____ Balance Owng: _____ To Whom: _____ Special Hidden Features: _____ Ever Appraised: Y / N _____ Ex / month on fuel: _____	
PERSONAL INFORMATION: Name: _____ Address: _____ Phone #: _____ E-Mail: _____		Why Buy Here? <input type="checkbox"/> Loyalty Rewards Program <input type="checkbox"/> Car Wash with a Service Visit <input type="checkbox"/> Courtesy/Rental Vehicles <input type="checkbox"/> Drive-Through Service Lanes <input type="checkbox"/> Rapid Lane Lane <input type="checkbox"/> Extended Hours/Saturday Service <input type="checkbox"/> Dealership Awards <input type="checkbox"/> C.I. Scores <input type="checkbox"/> Dealer Reputation (years operating) <input type="checkbox"/> Other features & benefits? _____	
TOUCH DESK: Client's Buying Stage: _____ Vehicles to offer: _____ Pricing Level: _____ Trade Value: None _____ Incentives: _____		NOTES: <div style="border: 1px solid red; padding: 5px; text-align: center; color: white; font-weight: bold;">SEND A "HELLO" VIDEO</div>	

questions to better qualify a potential customer. Any receptionist can get an appointment by asking the caller, "When can you come in – later today or tomorrow?" Professional Sales Consultants need to **SELL AN APPOINTMENT** today. Most Sales Consultants use a blank note pad when fielding a sales call. The problem is that there are no reminders as to what they should ask. The sales call also places pressure on a Sales Consultant as they're caught off (continued on page 2)

How can you generate more appointments from e-leads?



Have your Sales Consultants follow this proven **BEST PRACTICE** for replying to e-leads.

1. A Speed Reply (original content consisting of two options)

- A) An original 30 to 60 second "Hello" video if there is no phone number and/or both
- B) A telephone call if there is one to inform the client that you will

work on their request and provide an approximate time that you will get back to them – do not over-promise.
2. Develop a 'CONTENT REPLY': this consists of the following
A) A "Thank you!" and a reintroduction of yourself (continued on page 3)



How to generate more appointments from sales calls? *(continued from page 2)*

guard and stumble to remember what they should ask.

The Sales Call Capture Form gives your Sales Consultants incredible confidence that their caller will hear and feel over the phone immediately elevating their professionalism.

Please also remember that **TELLERS GIVE OUT INFORMATION. SELLERS GATHER INFORMATION.**

This is a sample form used to develop a call-back strategy.

Develop a Call-Back Strategy:	
CPO Pillars (if applicable)	Specific Model Pillars

Preparation for a Pre-Owned Vehicle Inquiry:

- Download the original brochure for a pre-owned vehicle
- Access the product summary sheet on the vehicle for your content reply
- Get a report card ready for your content reply (features, kms, odometer reading, in-service date, remaining warranty, what was done to recondition it, the VHR, etc.)
- Drive the vehicle and describe the condition
- Tell the vehicle's story if there is one
- Detail the vehicle's model pillars: compelling reasons to buy, reviews, video links, JD Power Reports, Consumer Reports, Crash Test videos, Safety Reports from IIHS.org, etc.
- Create the content you will use on a call-back or for an e-mail reply (use the content strategies and questions used for replying to an e-lead)
- Produce a 60 to 90-second video of the vehicle the customer is inquiring about

The "CALL-BACK" Strategy

- Produce an original 30-second "Hello" video and send it immediately after you have taken the sales call—this creates a tremendous first impression
- Touch desk to develop a "call-back" strategy with a Sales Manager
- Research and develop your content reply—check your content options list
- Be sure to answer the customer's questions
- What vehicles to offer—What payments to offer (deferrals, leasing, an E.P.O. etc.) → How you will position the price or trade-value—seek your Sales Manager's input
- Any incentives that will be offered apart from the manufacturer's
- Ensure to offer a Pre-Approval
- Produce and send the customer an original 60 to 90-second video of the vehicle or vehicles the customer is interested in or might consider before the call-back
- Remind the customer to get a pen & paper when you first speak with your customer
- Provide your content reply and attempt to secure an appointment for a demonstration drive or your Concierge Service
- Ask the sales manager to produce a "Hello" video (optional)—this could be an original or a pre-recorded video
- Ask for a day and time to confirm the appointment if it's not on the same day
- Develop a follow-up strategy to implement with your sales manager's input
- Determine what communication follow-up will be used: E-Mail / Text / Phone

Included in your Sales Call Capture Form or a Call Back Form should be very important talking points.

1. An element of urgency
2. At least a dozen legitimate reasons a potential caller should visit you and
3. A reminder to send a "HELLO" video.

E-mail:

info@wyemanagement.com to receive the two templates at no charge.

To recap:

- ▶ Comply with the caller's request
- ▶ Confirm or get the callers telephone number and
- ▶ Stay on the line by saying, "While I have you on the line, do you mind if I ask you a few questions?"

Most callers will be pleased to stay on the line with you and answer some questions since you're giving the caller what they want. Using a Sales Call Capture Form prompts your Sales Consultants to ask all the vital relevant questions and not just ask the caller, "When can you come in – later today or tomorrow?"

How to generate more appointments from e-leads?

(continued from page 2)



- A) Answer your client's questions
- B) Provide MORE information than requested.
- C) Ask relevant questions.
- D) Attempt to secure a show-

room appointment for a demonstration drive.

F) Ask for a day and time to confirm the appointment if it's not on the same day.

3. TOUCH DESK and confirm your strategy with a Sales Manager. Seek advice.

4. Produce an original 60 to 90 second video of the actual vehicle the client may be interested in. This could be sent before the content reply or after – decide with your Sales Manager. Alternatively, you could send a link to a positive video review or a Tech Video(s) that demonstrates some outstanding features and benefits – be sure to pre-screen any videos you send. If appropriate, send both.

5. Send a Sales Manager "Hello" video the next day – this could be an original or a pre-recorded video.
6. New information should be sent or provided on a frequency decided between you and the Sales Manager. Determine what form of communication for follow-up will be used. (E-Mail / Text / Phone)

The RAM 1500 eTorque engine option is a mild hybrid system that replaces the traditional alternator with a 48-volt battery-power, belt-drive motor generator. This increases performance, efficiency, payload, and towing capabilities.



Alfred Büchi (July 11, 1879 – October 27, 1959) was a Swiss engineer and inventor. He was best known as the inventor of turbocharging.



You can have everything in life you want if you will just help other people get what they want. Zig Ziglar

Fast Start

An Introduction to Professional Automotive Sales

- ▶ Friday, September 6
- ▶ Friday, October 4
- ▶ Monday, November 11
- ▶ Friday, December 6

The UCDA has been offering this introductory sales course since 2014.

It has been *extremely* well received as a speedy and cost-effective strategy to get newly hired Sales Consultants up and selling *right away*.

This information-packed, energetic and motivating day will provide your new Sales Consultants with a fresh, customer-pleasing sales process and modern strategies to sell MORE vehicles!

SIGN-UP TODAY

To Register:

- ▶ E-Mail at: education@ucda.org or Call UCDA at: [1-800-268-2598](tel:1-800-268-2598) or [416-231-2600](tel:416-231-2600)
- ▶ \$245/Participant for UCDA Members and \$325/Participant for non-UCDA Members.
- ▶ All classes are live-streamed via Zoom. Course materials are included.

UCDA

The UCDA's mission is to enhance the image of the Used Vehicle Industry through the three pillars of **Representation, Education, and Mediation.**

Additional ONLINE Seminars:

(UCDA members receive a 15% discount on all ONLINE Seminars)

- ▶ The "HYBRID" Sales Consultant - Financial Services Specialist Workshop September 4
- ▶ New Age Negotiating and Closing September 5
- ▶ How to Tap Into the Non-Prime Market September 11
- ▶ How to Sell Cars Using Social Media September 25
- ▶ Used Vehicle Management Fundamentals October 2
- ▶ How to Reply to E-Leads, Live Chat and Sales Calls October 3
- ▶ SUPERdesking Strategies and Closing for Sales Managers October 18

LIVE Programs in Toronto

- ▶ The Sales Manager Academy: August 26-28
- ▶ The Advanced Financial Services Manager Workshop: September 12-13
- ▶ The Entry Level Sales Program: October 22-26 (Tuesday—Saturday)
- ▶ The Professional Financial Services Manager Program: Oct 28– Nov 1

IN-DEALERSHIP Training:

A Wye Management Sales Trainer will come right to your dealership or dealer group and create and facilitate *customized training* for your SALES, FINANCIAL SERVICES, NON-PRIME and LEADERSHIP teams.

To Register or Learn More:



E-Mail: info@wyemanagement.com
Call: Wye Management at: 1-888-993-6468



Test Drive



Test Drive Tip:

Have your Sales Consultants drive the vehicle first pointing out drivability features you want the customer to try. If they don't, it will just be a Sunday drive for your customer. Have the customer put the vehicle through its paces and sell the vehicle.

Two Cadillac drivers got in a fender-bender, got out of their cars, and then started yelling at each other. Within a few seconds, they were in a fist-fight. I guess you could say things Escalated



Check out dozens of FREE Video Success Tips on Wye Management's YouTube Channel.

