



# **INCREASING SALES & SERVICE REVENUE** BY ENHANCING YOUR VIRTUAL DEALERSHIP STRATEGY

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## Today we'll discuss:

- Finding new sales opportunities in the service drive.
- Setting up your service-to-sales process for success.
- How to drive long-term loyalty by focusing on customer experience right now.



# State of the Industry

We're down, but not out.



say their profits outlook is worse  
in 2020 compared to 2019

BUT



felt at least slightly prepared to  
respond to and weather the  
impact of COVID-19

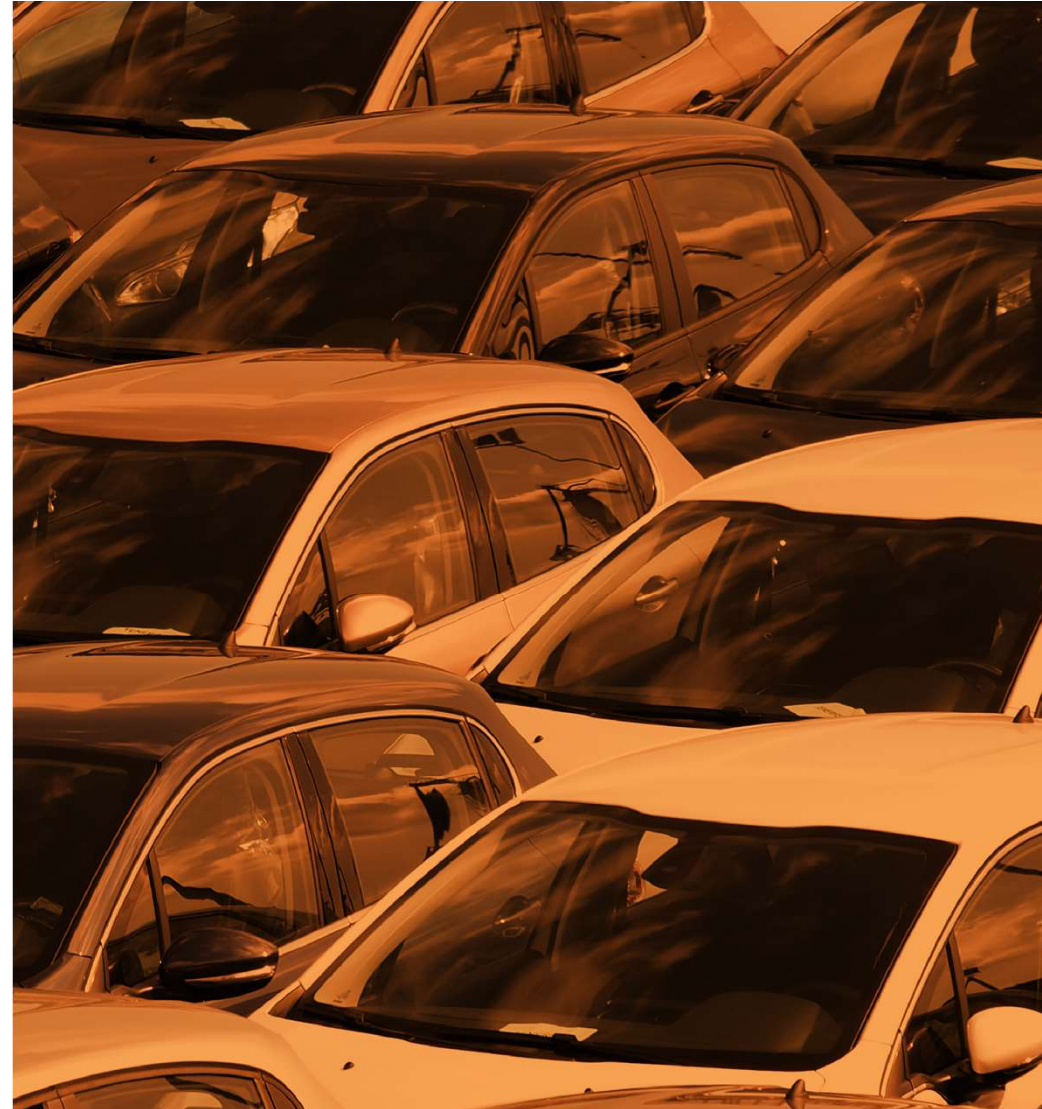
- Automotive News survey conducted in March 2020

# The Opportunity Waiting in Your Service Drive

COVID-19 disruptions have emphasized the importance of the service drive.

Loyalty leads are the highest-ROI – and therefore highest-quality – leads.

Opportunity doesn't begin and end with loyalty customers.





# Setting Up Your **Service-to-Sales Process**





**Own your market.**

**Be there for your community.**

**Show them why they should put their  
trust in your business.**

## PROACTIVE OUTREACH

# Shift Your BDC's Focus



### Loyalty

Secure your previously sold customers



### Service-to-Sales

Activate customers who are servicing outside of your dealership



### Conquest

Convert new, in-market customers

## Slide 7

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**TF1** I think we should modify this slide/notes and put service second and then put conquest last based on the content of the presentation.

Tina Franks, 5/5/2020



# Unlock Additional Opportunities With Comprehensive Data Mining

Leveraging solely standalone equity mining is leaving money on the table.

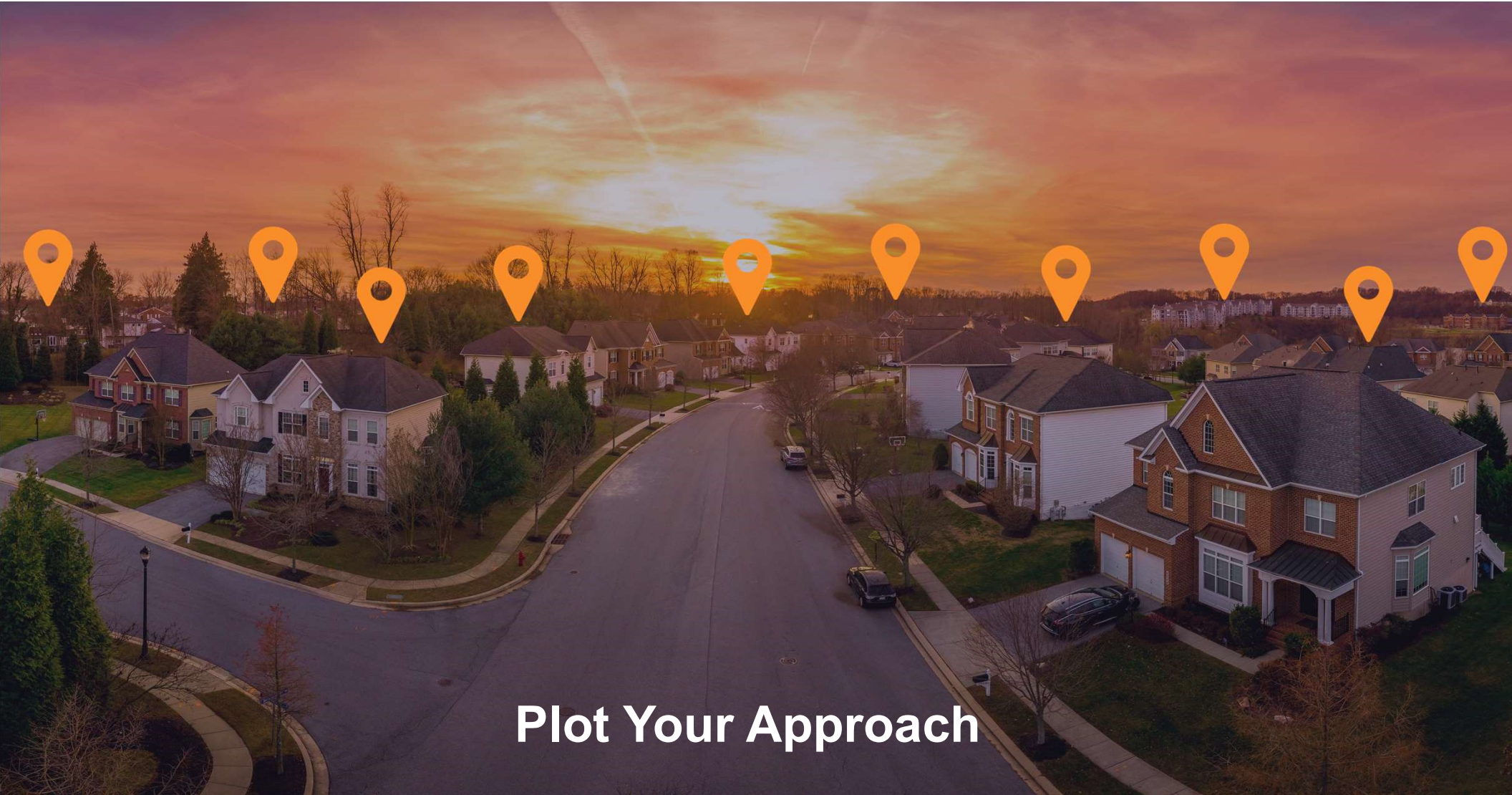
**33%**

of **new** car sales are made to customers with negative equity.

**26%**

of **used** car sales are made to customers with negative equity.

*Wall Street Journal, Nov. 2019*



# Plot Your Approach





# Adapting Service Operations in the New Dealership Experience

## Accelerating the Shift to Digital

COVID-19 has expedited the trend of buyers shopping online for every industry – auto sales included.

Customers who have spent months doing their shopping online through Amazon and consuming media through Netflix, Hulu and similar services will want and expect personalized customer experiences even more so now.



Is your dealership  
prepared to deliver that  
experience at every  
**customer** touchpoint?

# Remote Service Considerations

## **Connectivity**

How are you ensuring communication between your teams?

## **Communication Equipment**

Ensure your teams are equipped with the tools they need to operate virtually.

## **Services & Subscriptions**

Are you prepared to conduct business virtually? Can your team use the programs and software provided?

## **Service & Sanitation**

How are you cleaning a vehicle's primary contact surfaces before it's delivered to customers?

# Don't Go Dark.

Service notifications are a MUST.

Be proactive vs. reactive.

Leverage existing tools to tackle a new opportunity.



# Shift Your Focus to Customer Care

Identify customers with potential service needs.

Emphasize the need for vehicle service.

Communicate with customers on discounts and expanded accommodations.

Ensure field teams have proper protective equipment.

Conduct COVID-19 training for dealership personnel.

Leverage COVID-19 specific talk tracks.



## Example Script

# Keeping Your Customer Top of Mind

- "Good morning, **CUSTOMER NAME**. This is **SALESPERSON** calling from **DEALERSHIP NAME**. I hope you are doing well. We understand that right now you may have some concerns regarding leaving your home to take care of your service needs.
- To best help you during this time, we are offering pick-up and drop-off from your home or office to minimize your public exposure and make sure you can still get your vehicle serviced.
- This will come at no additional charge to you, and you will be provided a loaner vehicle in the meantime to ensure you still have safe, reliable and clean transportation, should you need it.
- With that being said, when would you like to schedule the pick-up for your vehicle?"

# Predictive Marketing + Personalized Outreach



who respond to a direct mail campaign make a purchase within three months.

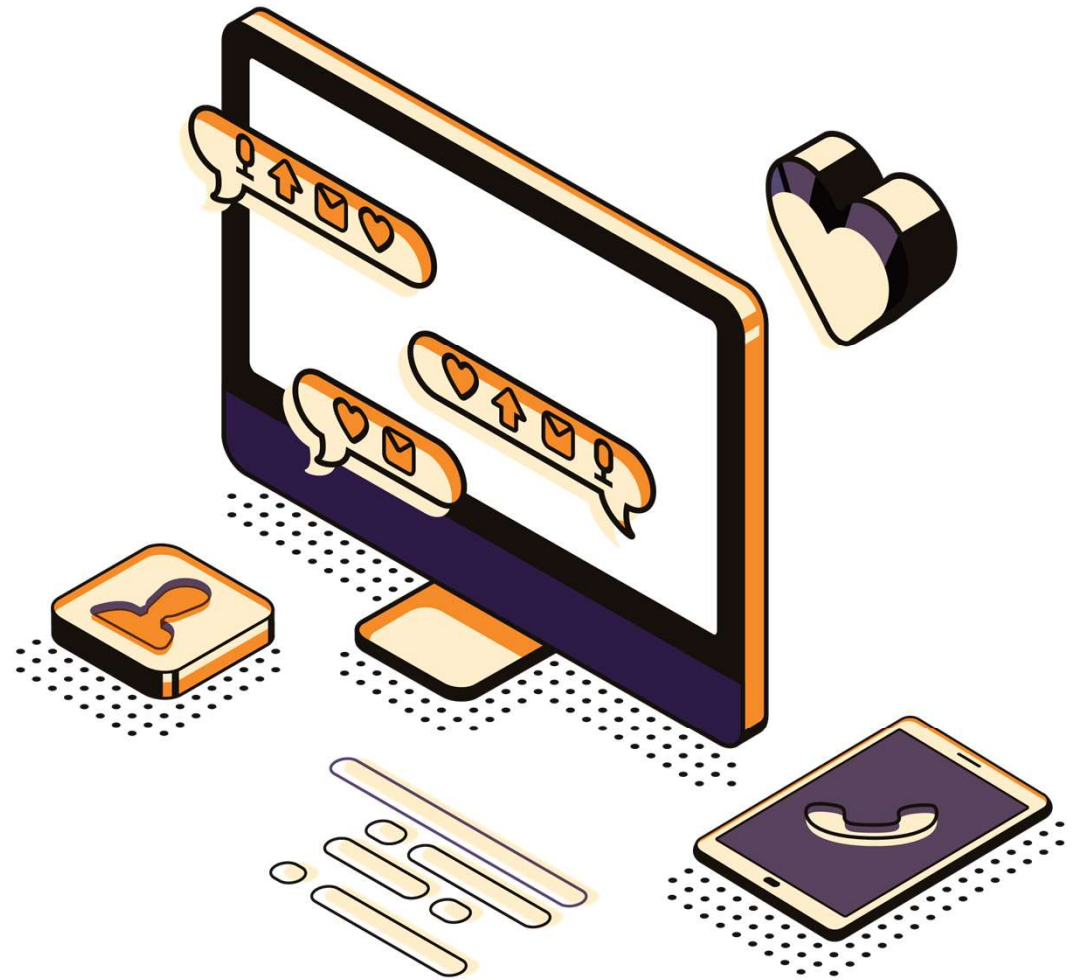


are more likely to do business with a company that offers personalized experiences.

**Goal:** actionable, transparent, tailored offer for each customer

**Focus on customer care now.**

**Drive future sales with improved loyalty.**





Text or Chat Sales

PREFIERES EN  
ESPAÑOL

Contact Us



Welcome to our Virtual Assistant! Please fill out the prompts below so we can direct you to the correct location on our site!

I'm here to assist you! What are you looking to do today?\*

<input type="radio"/> I would like someone to contact me	<input type="radio"/> Receive A Trade Estimate
<input type="radio"/> See New Inventory	<input type="radio"/> Schedule Service Online
<input type="radio"/> See Pre-Owned Inventory	<input type="radio"/> Get Directions

[▶ Go Now](#)

**Simplify the customer experience online and in-store.  
Keep that transition seamless.**

# Eliminate Potential Roadblocks

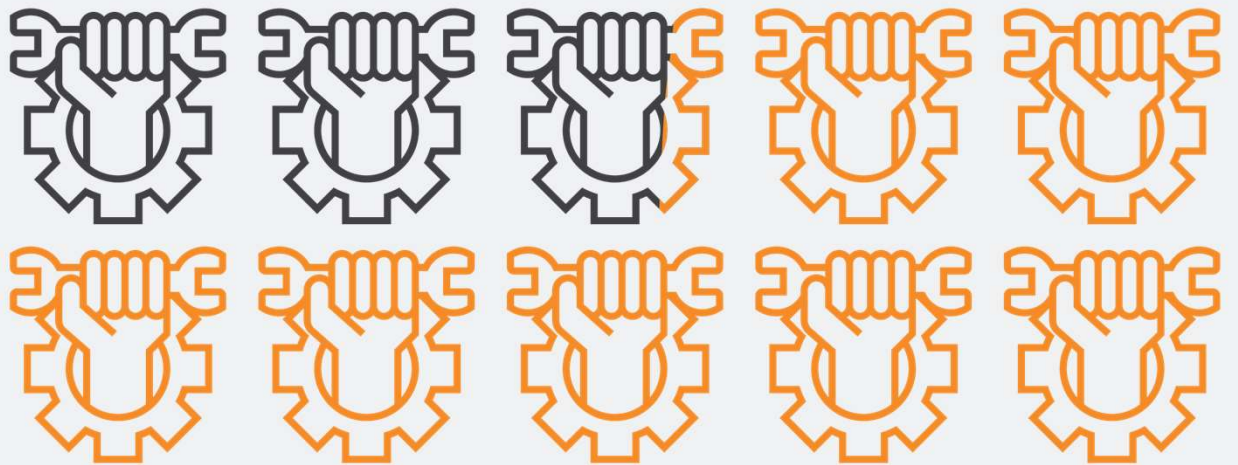
1. Pay plans
2. Personnel
3. Accountability

Don't fall into analysis paralysis.





The service-to-sales cycle keeps churning.



**74% of customers** that return to their selling dealer (within 12 months) for service purchase their next vehicle from that dealer!

Cox Automotive 2018 Service Industry Study

## What we've covered today:

Discover the opportunity presented to you in your service drive but don't limit yourself to purely service conquest customers.

Set up your service-to-sales process to focus on customers in your own local market and meeting their unique needs in our current environment.

Focus on truly serving your market and community to improve customer loyalty and drive future sales.



# Get the only tool you need to re-accelerate your sales with no billing for two months!

For a limited time, we're offering **two months free plus an attractive discount to access Market EyeQ**, the sales platform that will help your team feel comfortable and confident in their outreach by pinpointing exactly which prospects are **ready to buy right now**.



Email me directly at [carla@automotivemastermind.com](mailto:carla@automotivemastermind.com) by May 31 for more information.

# Visit [automotivemastermind.com/covid19](https://automotivemastermind.com/covid19) for additional dealership resources.

## AUTOMOTIVE INDUSTRY RESOURCES TO HELP DEALERS **SELL MORE VEHICLES**

RESOURCE LIBRARY ▾ OEMS ▾ DEALERSHIP ROLE ▾ AUTO TRENDS & INSIGHTS ▾ DEALER SUCCESS STORIES



### COVID-19 RESOURCES FOR DEALERSHIPS

Mastermind will donate \$25 per virtual demo to the CDC Foundation to help Combat Coronavirus. In a state of emergency, it takes a world—ALL OF US—to combat coronavirus. We are joining the CDC Foundation to unite to make an impact. This will apply to all demos that we execute now through April 30th.



**HOW TO**  
**Improve Customer Experience in the Service Drive**  
(During & Post COVID-19)

How to Improve CX in the Service Drive

Tell Us How We Can Help

WEBINAR  
Virtual Dealership & Digital Retailing During COVID-19: Building Your Brand & Maximizing CX

26:02

Virtual Dealership & Digital Retailing

FREE Webinar  
Proactive Recovery: Planning for Re-Opening Your



# Q&A

**Thank you!**

**Stay connected – we're here for you.**

**For resources to adapt your dealership to  
COVID-19 challenges, visit  
[automotivemastermind.com/covid19](https://automotivemastermind.com/covid19)**



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