

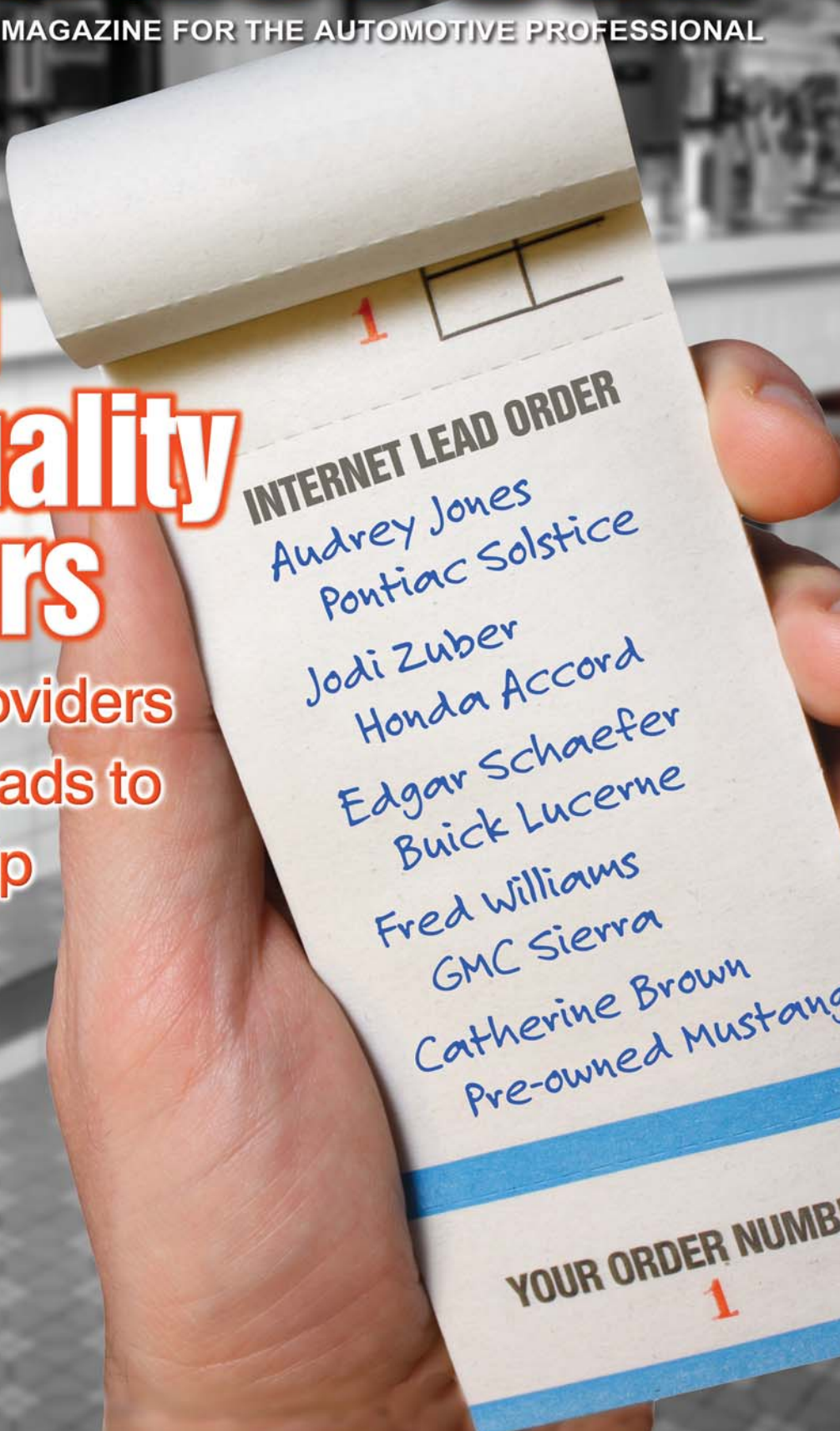


# AutoSuccess™

THE #1 SALES-IMPROVEMENT MAGAZINE FOR THE AUTOMOTIVE PROFESSIONAL

## Order Up Some Quality Customers

Third-Party Providers  
Serve Tasty Leads to  
Your Dealership



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### INTERNET LEAD ORDER

Audrey Jones  
Pontiac Solstice

Jodi Zuber  
Honda Accord

Edgar Schaefer  
Buick Lucerne

Fred Williams  
GMC Sierra

Catherine Brown  
Pre-owned Mustang

YOUR ORDER NUMBER  
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# Maximize Your Lead ROI



A lead is an opportunity to do business. In order to maximize the lead ROI, you must have two things. The first is that you need to align your sales strategy with the source of the leads you are purchasing.

Some leads are higher quality than others, but the most important factors are *where*, *why* and *how* the lead is generated. Before you purchase or change any lead provider, you must go to their site. What do you see? Do they provide pricing? Do they feature new or used vehicles? How are your vehicles ranked in a comparison tool?

You should also take a look at how the lead is generated. What information is required? Are there banner ads for competitors? Are there other services like financing? These are all important factors for you to consider. The leads that you purchase must fit within the strategy that you have established for your operations.

That strategy should include the radius (locations), target market (new, pre-owned, special finance) and it should be built around realistic averages. If you purchase 100 leads, you will close a certain amount. Let's say a modest 10 percent. That means you will have delivered 10 units. That still means that you will not sell 90 other people that month. What makes the difference beyond 10 percent and 15 percent is not usually the lead — it's the dealership handling them.

In order to get the most from your leads, you need to create an environment where you implement industry best practices. Here are some aspects of components you need to have in place at your store:

- Have an ILM/CRM tool.
- Your ILM/CRM has to be set up properly.
- Have a trained staff
- Have a standard operating procedure for everything you do
- Put the right people in place and enough of them to do the job
- Utilize all of the reporting capabilities from your third-party lead provider, as well as from your ILM/CRM tool

You absolutely need a good lead management CRM tool. The average buying cycle is

between 45 and 60 days for an Internet customer. What does that mean to you? That means there is also a residual flow factor to the leads you are purchasing. For example, if you generate about 400 leads between the OEM, your third party providers and your dealership Web site and you close 10 percent this month, what happens to the others next month? Where did the other 360 leads go? Most of those leads are still viable opportunities. The following month you generate another 400 leads plus your left over 360 leads for a total of 760 leads. That is a lot of leads to follow-up, not very realistic to adhere to proper follow-up protocol without an ILM/CRM.

You need to have a standard operating procedure in place for every task related to how to respond to the leads, follow-up cycle, how long you follow up for and what you are going to say. Not just policies for fresh leads, but also processes to convert lost sales opportunities to service customers. You also need to retain ownership of your sold leads to prevent buying them all over again.

Let's say you have all of that in place, it's still not enough. You need the right people in place trained and with the right skill set. The Internet sale is truly a phone sale. Most of the work will be done over the phone. You need to make sure your staff has the right people for the job. Are they pleasant and smiling? And you need to make sure they have the proper infrastructure in place to support the initiative. Can your team follow-up all the fresh leads for 60 days. What about appointment protocols and follow-up process?

A lead is an opportunity to do business. Regarding your Internet department, a third-party provider is instant gratification. They did the hardest part and found you a prospect. They are providing you with the opportunity to do business. Now, it is up to you. What are you going to do with that opportunity?

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you are his cure



Mary Tyler Moore  
International Chairman

Juvenile Diabetes affects millions and causes long-

term complications like blindness and kidney failure. Not to mention pain and worry no kid should have to live with. But we're closer than ever to a cure. Your help makes life-saving research possible. Call 1.800.533.CURE or visit [www.jdrf.org](http://www.jdrf.org).

