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# What is Your Online Value Package Proposition

You need to differentiate your dealership from all of the competitors that are out there. On average, more than 87 percent of America goes online before they ever step foot into a dealership.

Of these customers, 46 percent are visiting three to five other Web sites, and 22 percent of these prospects visit seven to nine Web sites, before they ever decide on your dealership.

The average window period of an Internet customer is about 45 to 55 days. So, please think about this and what it means for your dealership. Take a look at your dealership's Web site. What does it say or do to differentiate yourself from your competition and everyone else in the market? What is your unique value package?

You need to understand that today's prospect is armed with a lot of information,

and it's a heck of a lot more than just price. They are armed with multiple resources of information, from pricing, their trade, financing, aftermarket and other value ads. For example, please take a look at these Web sites:

[www.continentalaudi.com](http://www.continentalaudi.com)  
[www.crevierbmw.com](http://www.crevierbmw.com)  
[www.duvalhonda.com](http://www.duvalhonda.com)

What do all of these Web sites have in common? They paint a vivid picture of why to purchase from them, they talk about more than just price and payments. They give multiple upon multiple of reasons why a person should consider their dealership.

Let's take a look at Continental Audi. On their site, they have a button that says "VIP" program; when someone clicks it, it then tells all of the amazing things that they would receive as a valued client of that dealership.

in sales, service and management that are available for them. Very strong, indeed.

The point here is that you want to understand what your value is to a customer, and clearly be able to articulate it to them. Because if you can't, why in the world would you ever expect them to?

Most dealerships say the same old and exact thing that every other dealership says: "We are family owned for X years" or "we have a great service department," "we have the lowest prices," "we have good customer service," "We are Blue Oval," or "Blah, Blah Blah certified".... No offense — I am sure you are very proud of your certification or that you are No. 1 in the region or you have the highest volume in the country or whatever. But, *do your prospects really care?* Maybe. Maybe not. I would at least consider what they *do* care about. What is on their minds? As Covey says, "Seek first to understand before being understood." In business, we try to strive to exceed our customers' expectations. But, first we need to know what their wants, wishes and expectations are.

Here are the top five reasons why people are going online:

- Price
- Availability
- Convenience
- They hate car salesmen, or are looking for a different type of experience
- Research

I suggest that you create a value package for your Internet prospects that takes those things into consideration. And once you have created your online value package, post it on your Web site, create e-mail templates with your value package and incorporate your value package into your phone script and voicemail script. You want to make sure that you have a powerful message and that that message is being delivered effectively.

For free examples of value packages, e-mail me.

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> Scott Haynes, Penske Chevrolet and Honda

**IMN Loyalty Driver™** is a turnkey e-marketing service that drives interest, sales and customer loyalty. Customized, trackable email communications provide tangible results for dealerships across the country. A couple of examples:

- **15 test drives scheduled** within the first hour after an IMN Loyalty Driver e-newsletter was sent.
- **Web traffic spiked to 2.5 times its normal rate** after a dealership's first e-newsletter.

Looking for results like these? Call 866.964.6397, ext. 214 or email [ASGSales@imninc.com](mailto:ASGSales@imninc.com).

*Drive customers in...For sales, for life.*



866-964-6397 [imnLoyaltyDriver.com](http://imnLoyaltyDriver.com)

Crevier BMW makes it clear as day with their button "Why Us." You click that and they build value in Crevier, not *just* the BMW.

Duval Honda, knowing that women have over 70 percent buying power for their Honda products, basically created a button on the left side of their navigation for "Ladies Only." When someone clicks that button, it goes on to explain how they value and respect the female shopper/buyer, and — to make it more convenient for those ladies that prefer to work with another female — here are a list of females