

# SHOULD I STAY OR SHOULD I GO?

WHY CUSTOMERS LEAVE YOUR STORE WITHOUT BUYING

## 400

Consumers nationwide who visited a dealership within the previous 24 hours were surveyed. 3 out of 4 went to buy but only 1 actually did.



### TOP 3 REASONS

### PURCHASES

### FOR PURCHASES

- 25%** Intended to buy & did
- 53%** Intended to buy & didn't
- 20%** Just looking & didn't buy
- 1%** Just looking & bought



- 1) 41%** Good deal
- 2) 26%** Liked the car
- 3) 21%** Dealership experience



### WHEN THEY LEFT



### WHY THEY LEFT



- 30%** After test drive but before negotiations finished
- 16%** After negotiations
- 9%** Before discussing F&I



- 30%** Considering other brands
- 24%** Deal wasn't compelling
- 13%** Car wasn't what expected
- 11%** Didn't have specific car
- 4%** Salesperson

SELLING PROCESS

DEALERSHIP EXPERIENCE

**54%** That didn't buy (but intended to) test drove a vehicle.

## 92%

Who left without buying said they would come back to the dealership in the future.

#### Why They Wouldn't Return\*



#### Why They Would Return\*



- 83%** Salesperson too pushy
- 50%** Bad experience
- 17%** Didn't like inventory
- 17%** Inconvenient location

- 17%** Liked salesperson
- 45%** Good experience
- 43%** Liked inventory
- 67%** Convenient location

### BOTTOM LINE

**A good dealership experience can turn non-buyers into future customers**

Prioritize creating a positive in-store experience for your shoppers  
Partner with your CRM provider to develop a strategy to bring non-buyers back

**Having the right inventory is critical to the sale**

Stocking and acquisition tools can help you identify and get the right inventory for your store.

**Value plays a key role in closing the deal**

Create and demonstrate value to customers by offering:

- Comprehensive OEM and dealer warranties
- Concierge services
- Roadside assistance
- Vehicle maintenance gifts

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\*Among consumers who were just looking and left without buying.

Source: GEFİ İÖ^a^!• @ İÖ^A&q } Âÿ â^