



WORKING DEALS IN A DIGITAL WORLD

A GUIDE TO DIGITAL RETAILING



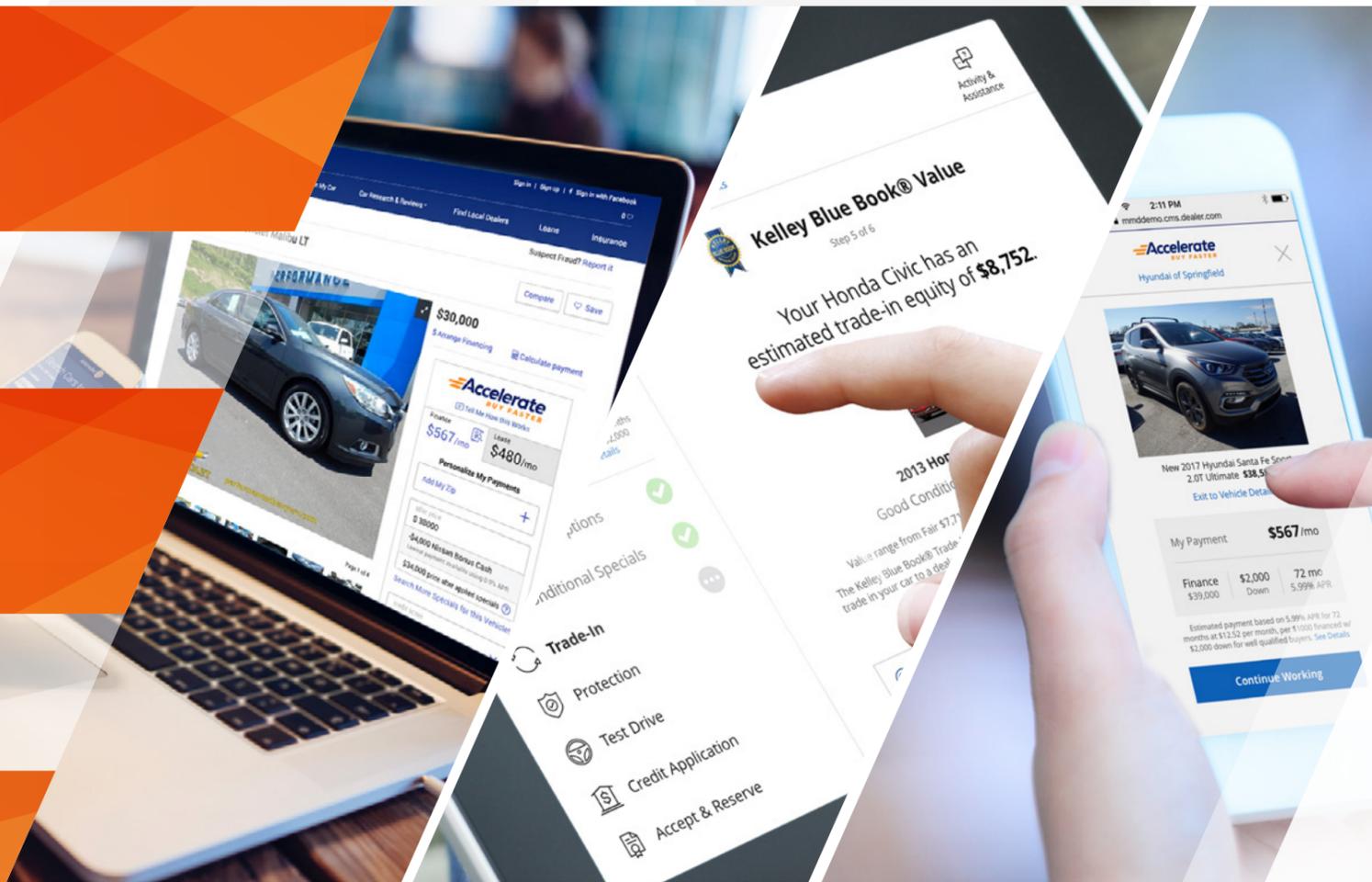
DYNAMIC CHANGES, DYNAMIC OPPORTUNITIES.



Dealerships have arrived at a moment of unprecedented opportunity, where it's now possible to drive increased efficiency, profitability — and even customer loyalty — at the same time.

More and more, car shoppers are ready to start — and even make — deals online. Thanks to a convergence of high consumer expectations, rapidly evolving technologies and a greater understanding of online behaviors, the stage has been set for revolutionizing the deal with Digital Retailing — from how long it takes to where it takes place — with the results being mutually beneficial to both the dealer and the shopper.

But Digital Retailing isn't simply a product you turn on and instantly start reaping its benefits; getting the most out of it requires a shift in culture and mentality. Dealers who have found success with Digital Retailing tools understand this, infusing a customer-centric approach to their entire sales process, allowing them to protect margins, improve their workflow and increase customer satisfaction all at once. And by embracing a handful of simple but important ideas, your dealership can, too.





A PHILOSOPHICAL SHIFT.

WHEN YOU BRING DIGITAL RETAIL TOOLS INTO YOUR SALES PROCESS, YOU ALSO NEED TO BRING A NEW MINDSET TO THE PROCESS.

One of the biggest philosophical shifts your entire staff needs to make is in how it views what looks like a massive amount of lead opportunities. Digital Retailing's success depends on ignoring leads — and the typical “Come into

the store!” behaviors that come with them — in favor of using these opportunities to build a relationship. If you prioritize loyalty over lead volume, you'll reap far greater, more sustainable benefits in both the short- and the long-term.

It's also important to understand that Digital Retailing depends on a holistic approach — viewing every piece of the process as linked and complementary. Digital Retailing enables a seamless experience from your website to your

showroom IF you understand and embrace all the potential connections you can create.

Finally, the level of transparency and accuracy Digital Retailing technology enables — from the vehicle details page (VDP) all the way to the F&I office — can be daunting. Forget your bias against informed shoppers; Digital Retailing has the potential to turn them into the best customers you've ever had.

FIVE STEPS TO SALES SUCCESS WITH DIGITAL RETAILING.

Digital Retailing — like the overall process of marketing and selling a car — is an intricate and often complex process. Keep these five guidelines in mind to ensure you've covered the bases that will keep you on the path toward faster, easier and more enjoyable sales.

THE DEFINITION OF A DEAL

It all comes down to converting a shopper (someone who's looking for a car, a price, a monthly payment, a good trade-in quote, etc.) into a buyer (simply put, someone who looks at an offer and says "Yes!")

Build momentum in favor of the "Yes" moment online rather than putting all your efforts toward getting the customer into the store.

1 *SELL AN EXPERIENCE, NOT A PRICE.*

2 *SET EXPECTATIONS AND BUILD MOMENTUM.*

3 *CUSTOMER SELF-PENCILING.*

4 *OFFERS ARE OPTIONS.*

5 *A CONNECTED EXPERIENCE.*

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SELL AN EXPERIENCE, NOT A PRICE.

Customers can be brief and even abrupt when communicating through digital means because they think they're talking to a computer, not a real person. Use any opportunity to remind them there are real people on the other end of the process who care about their needs. Respond to every inquiry with sincerity and humility, humanizing your dealership by asking considerate and specific questions about what the car shopper needs.

Keep the conversation positive, focusing on the customer and the vehicle. Understand that most customer issues are caused by people, not the price of the car. And never forget that for the customer, buying a car is an emotional experience, not just a transactional one.



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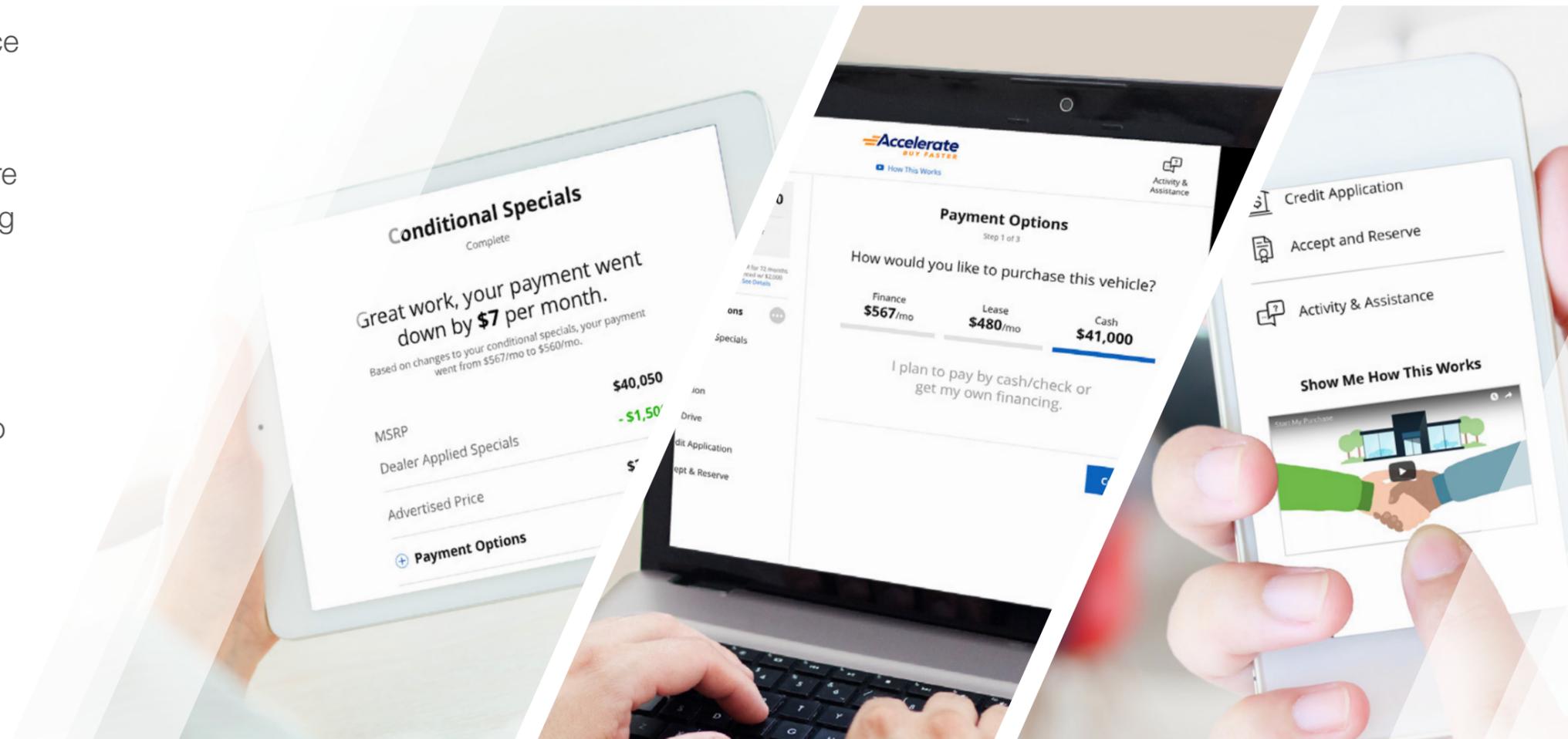
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SET EXPECTATIONS AND BUILD MOMENTUM.

Through Digital Retailing, you can create a guided experience for customers, regardless of where they are in the process. Whether it's the expectations a finance or trade-in tool sets, or interactions through a chat window or an email, make sure you're thoroughly educating shoppers on each step, outlining the next steps necessary in keeping the deal moving.

And be sure you're clearly articulating how customers will benefit from the time and effort you're asking them to put into the process to keep them engaged, happy and eager to move forward fast.



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CUSTOMER SELF-PENCILING.

Transparency creates trust. Online penciling tools provide the trustworthy experience customers want so they feel like they're in control.

As a result, you get more — and better — information than working customers through numbers in a traditional way: They are more honest, tend to show their car-buying motives and can self-discover the “ah-ha” moments that might make all the difference in a deal.

ONLINE = HONESTY

Studies show that shoppers who are asked for information about credit scores, budgets and trade-ins are more honest and accurate online than they are in the showroom when they see how their information is connected to payment or price. That honesty and accuracy can help you shorten customers' in-store time considerably. Are you maximizing that potential advantage?



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OFFERS ARE OPTIONS.

When customers send in a discounted offer, understand that this represents the start of the deal, rather than a deal-breaker. Explore the use of the amount of money down as a level those customers use to get a payment they're comfortable with. Look at ANY offer as a positive indication that they want the car. Ninety percent of customers aren't price shoppers, they're payment shoppers, so learn to recognize all the variables and information in order to gauge customer intentions.

\$165
per month

\$300
per month

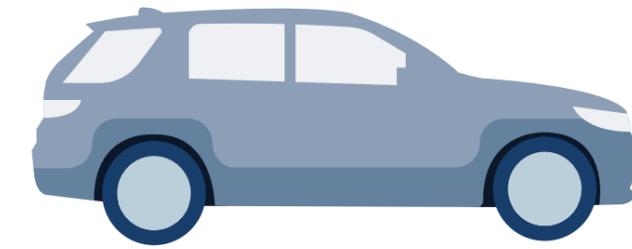
\$315
per month

\$325
per month

\$185
per month

\$245
per month

\$412
per month



\$262
per month

\$285
per month

\$32,645
total cost of vehicle

\$325
per month

\$352
per month

\$199
per month

\$270
per month

\$355

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A CONNECTED EXPERIENCE.

It's important to think of every aspect of your online experience, including your dealership website and social media presence, as having a connection to your in-store experience. This has the potential to achieve three goals: Set expectations for what the customer will find at your dealership; provide them with a familiar series of actions in a virtual setting; and help shorten their overall time in your store.

REAL MONTHLY PAYMENTS THAT SHOPPERS CAN TRUST

Set and display a consistent price strategy so consumers get the closest monthly price when working deals. Starting with a flawed price creates a poor experience. Shopper buying preferences and conditions (incentives, offers, taxes and fees) are built upon this price.

TRADE-IN APPRAISAL

Car buyers are more likely to be honest about the condition of their trade-in when it's tied to their monthly payment. Embed trade-in offer tools on your site to speed up this part of the in-store process.

WRITE-UP TOOLS

When customers can see each of the variables in a deal, they're more likely to understand and accept the terms they're agreeing to. Digital Retailing tools make penciling details transparent as well as engaging.

MEET-AND-GREET

Clearly define yourself through your home page, About Us page and social media. Virtual "first impressions" can differentiate your experience over other dealerships.

SALE

Setting a clear expectation of the experience plays an important role in getting the customer to "Yes." Explaining the sales process online gets shoppers more comfortable with coming into your store.

VEHICLE SELECTION

Populate Vehicle Details Pages and vehicle listings pages with accurate information, photos and specific details that leave no questions unanswered. Online customers are well-informed and will turn away from sites—and dealerships—that offer minimal information or duplicate/stock imagery.

DELIVERY

For the majority of dealers, the delivery still happens at the store because it's still how most buyers prefer to pick up their new purchase. Be sure to use the online experience to build anticipation and excitement around the delivery of the car.

TEST DRIVE

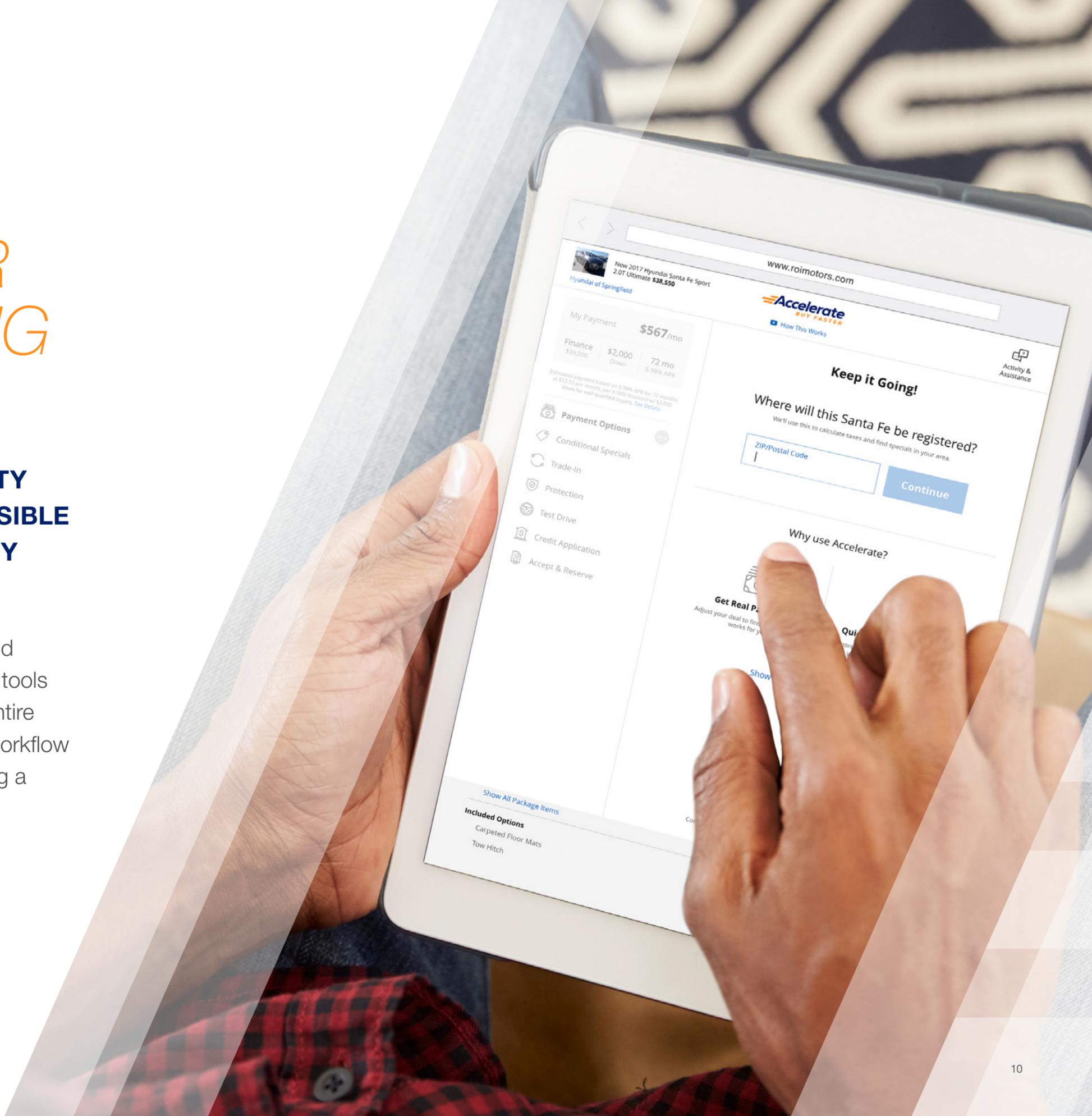
Bring your inventory to life. Get customers excited about specific cars through video and walk-arounds, chat and other communication tools.



ARE YOU READY FOR THE DIGITAL RETAILING REVOLUTION?

THE MOMENT OF UNPRECEDENTED OPPORTUNITY HAS ARRIVED FOR DEALERSHIPS. NOW IT'S POSSIBLE TO DRIVE INCREASED EFFICIENCY, PROFITABILITY AND CUSTOMER LOYALTY AT THE SAME TIME.

Getting the most out of Digital Retailing requires a shift in culture and mentality. Dealers who have found success with Digital Retailing tools understand this, infusing a customer-centric approach to their entire sales process, allowing them to protect margins, improve their workflow and increase customer satisfaction all at once. And by embracing a handful of simple but important ideas, your dealership can too.



Digital Retailing integrates [Autotrader](#), [Kelley Blue Book](#) and [Dealer.com](#) to give your prospective buyers a seamless online shopping process beyond initial listings.

*READY TO GET STARTED?
BOOK A DEMO.*



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