


# 3 TIPS TO GET A CAR DEAL OR QUALITY LEAD



**Right NOW for a slow Saturday  
or slow day in the showroom!**

## **STEP 1: CRM Customer Data MINING!!**

1. Log into CRM
2. Pull a list of Floor ups, Phone ups and Internet Leads that did NOT get sold last week
3. Sort them by Salesperson
4. Sit down with each sales person one by one and go through each UP and read through the notes
5. Highlight the customers that are still active Leads and have a Manager contact them to follow up

## **STEP 2: Utilize your Appraisal Software Tools!**

1. Log into your appraisal software system
2. Pull a list of the prior 14 days of appraisals
3. Only Look through the ones not traded in
4. View this list as a run list (similar to auction run lists but better!)
5. Review the exit strategy of each vehicle and find cars that You need for inventory
6. Call the customer back and offer them \$500 more for the trade
7. Don't try and sell them anything! Tell them how much you need their car for inventory!

## **STEP 3: Create a Video for Facebook**

1. Create a video that emotionally connects with a customer – do not sell them anything!
2. In the Video provide the customer with content that is valuable in terms of buying a car or servicing a car!
3. Do not sell them anything!!
4. Ask their friends to like and share the video
5. Measure and manage your SRP's and VDP's after the video has been running for a few days!
6. Check to see how many leads you received from the campaign