

ProMax BDC

- WHY BDC
- BEST PRACTICES
- SCRIPTS
- TEMPLATES
- BENCHMARKS
- OTHER
IMPORTANT ITEMS
- ONSITE –VS-
OUTSOURCED

Why BDCs are Important

- ▶ The goal of a BDC is to develop relationships and increase showroom traffic for the dealership
- ▶ BDCs are often the heart of the dealership and vital to the overall success of the store
- ▶ If done effectively and consistently, BDCs will generate more traffic and profit for the dealership

Why Do YOU Need a BDC?



High Staff Turnover



High Volume Leads



High Average Response Time



Not Enough Leads



Accountability

BDC Best Practices

- ▶ Value Propositions - what do dealerships offer consumers from a purchasing standpoint?
 - ▶ Vehicle Delivery, Shuttle to Dealership
 - ▶ Free Car Wash, Oil Changes, etc.
 - ▶ Children's Lounge, Coffee Bar, etc.
- ▶ Immediate and assertive responses, combined with long term follow up
 - ▶ Email, Call and Text
- ▶ Build Value when setting appointments
- ▶ Create a sense of urgency when setting appointments
- ▶ Engage the customer with positive tone and build rapport
- ▶ Appointment confirmations and missed appointment follow up
- ▶ Early salesperson or manager introduction to establish the relationship and impact show rate

BDC Best Practices, cont.



Communication –
make sure BDC is kept
informed on store
promotions &
campaigns



Weekly 1:1 meetings
between rep and
BDC Manager –
accountability and
recognition



Teamwork – BDC is a
commitment, and all parties at
dealership level need to be
bought in. A well engaged
sales & management team will
ensure BDC success



Subject Matter Experts (SME) –
Know your customers and cater
your follow up to appropriately
match the type of leads you are
working.

BDC Scripts

BDC reps should be provided with scripts and suggested verbiage as a guide based on the type of lead being worked

Ongoing coaching and training to ensure reps are always improving and performing at a high level

Weekly team meetings so group can share challenges, best practices, etc.

Contests! Drive performance with competitive, fun incentives

Script Samples

▶ 1st Call Voicemail – Vehicle Inquiry

Hi ____, this is __ from (dealership name). We appreciate you requesting some information about our vehicles. I have a couple questions to make sure I have the correct make & model ready for you to test drive and also wanted to see if you'll be trading anything in.

Please give me a call back so I can get everything prepared for you and get you filled in on the current promotion!

I can be reached at _____.

▶ 1st Call Voicemail – Finance Inquiry

Hi ____, this is __ from (dealership name). We received your application for financing and are excited to have the opportunity to work with you!

Please give me a call back so we can discuss the next steps and finalize the details of your application.

I can be reached at _____.

▶ Phone Skills Tips

- Don't ask for customer, instead, say : "Hi John, this is Peggy from..."
- Show value, show sense of urgency
- Use proactive phrasing
- Be prepared before making the call 😊
- Try to build rapport but keep calls short and to the point
- Set irregular times for appointments

BDC Templates

Utilize templates for emails and texts stored within the ProMax system.

Templates should be categorized by type of inquiry consumer submitted

Templates should be modified regularly to ensure content is relevant and try to positively impact deliverability rate

While important to cater follow up to different types of leads make sure your messaging & branding is consistent



Where We Build
Customers For
Life!



Dear Mister,

I see that you are considering the purchase or lease of a new 2019 KIA Sorento.

My name is Melissa, and I am a Customer Care Consultant for KIA of Streetsboro. I am available to answer any questions you may have.

The Sorento comes in a LX, EX, EX Sport, SX or SX Limited. The Sorento also is available in FWD and AWD and starts at just \$23,990

Please consider this an invitation to visit us. In addition to a large inventory to select from, we will locate a vehicle that fits your needs if necessary.

Please give me a call to arrange for a test drive here at the dealership, or if it is more convenient you may click here to select a time to visit:

[Reservations](#)

We appreciate the opportunity to earn the privilege of your business and I look forward to working with you.

Sincerely,

Peggy Welke
KIA of Streetsboro
www.KiaOfStreetsboro.com
877-857-7740

Lease a AWD LX for.....

\$0 Down- \$399

\$995 Down- \$373

\$1995 Down- \$345

All leases are 10500 miles per year for 36 months.

Does not include tax, title and doc fees.

Includes all rebates and incentives.

All customers may not qualify.

See Dealer for details.

Monday	9:00 am – 8:00 pm
Tuesday	9:00 am – 8:00 pm
Wednesday	9:00 am – 8:00 pm
Thursday	9:00 am – 8:00 pm
Friday	9:00 am – 6:00 pm
Saturday	9:00 am – 6:00 pm
Sunday	12:00 pm – 5:00 pm

835 Classic Drive
Streetsboro, OH 44241
877-857-7740

Email Template Samples

Hi CUSTOMER:

At Courtesy Car City we look forward to gaining you as a customer and will not lose your business over price! We believe in not only meeting your expectations but aim to exceed those expectations!

Please accept the below voucher good for \$500 towards the purchase of your vehicle. You can use this as a trade boost or towards your down payment. **This bonus cash is only good through July 31st, so please call to schedule your appointment for a test drive today!**



\$500 PURCHASE ASSISTANCE VOUCHER
NEW OR PRE-OWNED VEHICLES

Dale Zude, President

VALID UNTIL JULY 31, 2019

Valid towards the purchase of a new or pre-owned vehicle only at Courtesy Car City. Prior sales excluded. No cash value and cannot be combined with any other offers. Must present voucher upon arrival to dealership. Limit one per visit.

Peggy Welke
Customer Service Representative
Courtesy Car City
2301 39th Avenue
Moline, IL 61265
309-517-0829

www.CourtesyCarCity.com



Text Template Samples

1st Response – Vehicle Inquiry

Hi <Cust: First Name>, this is Peggy at <Dealership>. I received your request on the <DESIRED_VEH_MAKE> <DESIRED_VEH_MODEL>. I have confirmed it is available and is ready for you to test drive today or tomorrow - which works best for you?

2nd Response – No Contact

Hi <Cust: First Name>, this is Peggy checking back in from <Dealership>. We would love to earn your business. Please give me a call and let me know how I can help get you into your next vehicle.

1st Response - Finance

Hi <Cust: First Name>, my name is Peggy and I'm with <Dealership>. We have some great news for you! Based off the information provided, we are able to offer you financing. The next step in the process is done at the dealership. When is the soonest you can make it in today?

Productivity & Accountability

Productivity & Accountability



ProMax BDC Benchmarks

- ▶ ProMax BDC has daily, weekly and monthly benchmarks such as:
- ▶ Outbound calls per day - 136 or 150 depending on your tenure
- ▶ Contact rate - 50%
- ▶ Show rate - 50%
- ▶ Daily assigned dealership completion - 100%
- ▶ Inbound calls per day – 75% answered live
- ▶ Appointments set per day - 10
- ▶ Emails sent and text sent per week – 500
- ▶ Call Review – track and monitor call activity – review 1 IB and 1 OB call per week with each rep
- ▶ Overall Contribution – how does each person impact the team

ProMax Reports

► BDC Productivity Report

[Back](#)
[Dashboard](#)
[Desking](#)
[Prospects](#)
[Owner Base](#)
[Inventory](#)
[Reports](#)
[Internet](#)
[Admin](#)
[Service](#)

Reports Menu
[Print](#)
[Export](#)
[Schedule](#)

Dealership:
Lead Source:

- All Lead Sources
- Not Assigned
- AutosUnidos.com
- AutoTrader

Report Based on:
 Salesperson
 BDR
Leads Based on:
 Log Date
 Lead Date

All actions count for the Salesperson / BDR performing the action
 All actions count for the assigned Salesperson / BDR

Hide Duplicates
 Hide Co-Applicants

Start Date: 01/01/2020
End Date: 01/15/2020

BDC Productivity Report

BDR	Leads	Outbound Calls	Calls Completed	Incoming Calls Taken	Appt Set Incoming	Appt Set Outgoing	Shows	Appts Sold	Letters Printed	Emails Sent	Notes Added	Texts Sent	Texts Received	Total Actions
*Promax Bdc	534	1385	242	9	0	116	59	33	0	1696	955	609	277	4486
Victor Madrigal	1	9	6	0	0	2	1	0	0	3	9	1	0	24
ZZ-Unassigned	18	10	7	1	0	0	0	0	0	13	11	8	4	47
Total	553	843	142	10	0	118	33	5	0	1712	975	618	281	4557
Average	184	281	47	3	0	39	11	2	0	571	325	206	94	1519

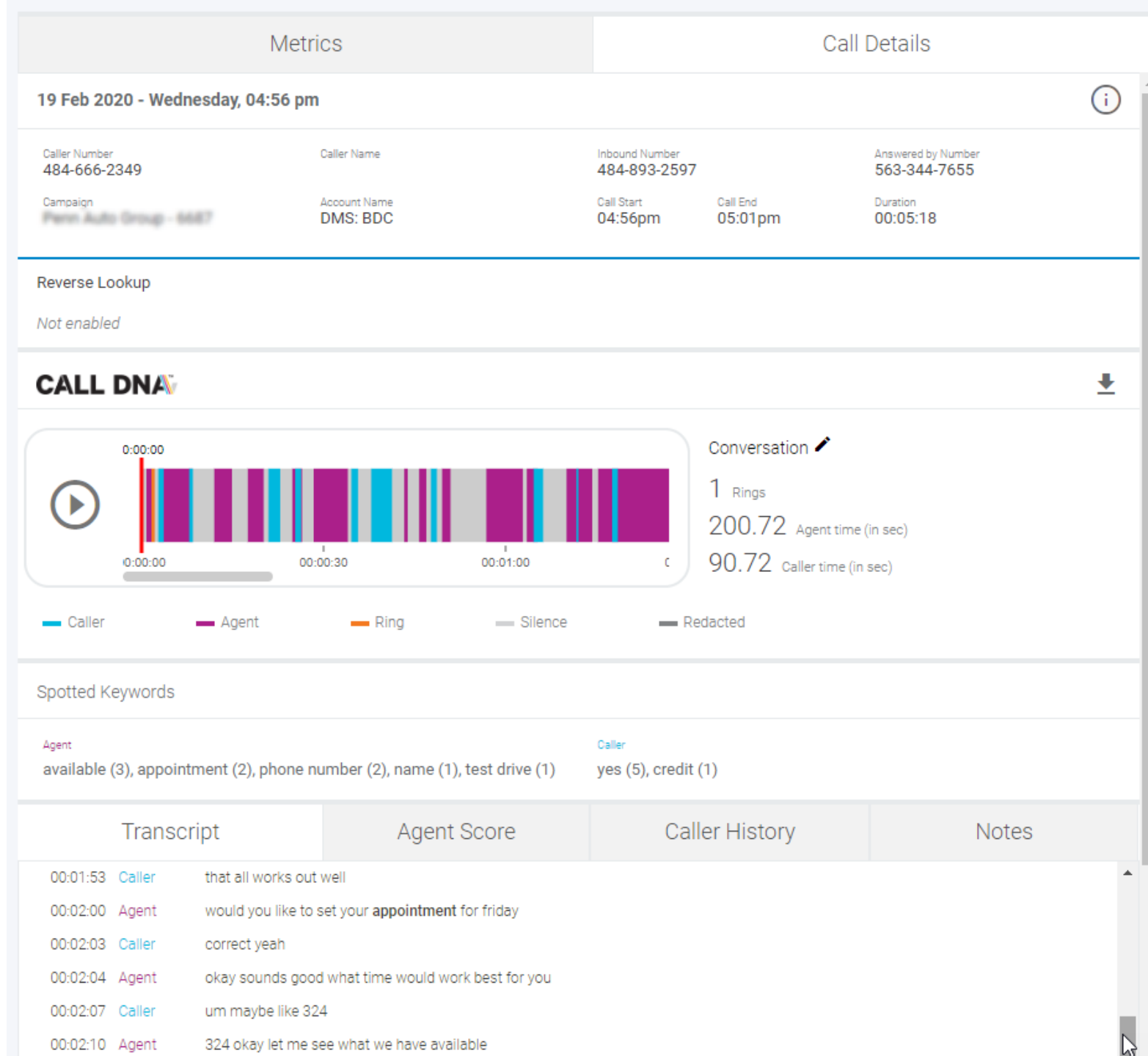
ProMax Reports

▶ Daily Workplan Management Report

Reports Menu												
Print Export												
Team												
Report Based on: <input checked="" type="radio"/> Salesperson <input type="radio"/> BDR												
Start Date: 12/10/2019												
End Date: 12/31/2019												
Compile												
Daily Workplan Management Report												
Salesperson	Phone Calls Scheduled	Emails Scheduled	Letters Scheduled	Texts Scheduled	Appts Scheduled	Total Scheduled	Phone Calls Completed	Emails Sent	Letters Printed	Texts Sent	Appts Shown	Total Completed
Leon Camarena	200	0	0	10	12	222	0	0	0	0	11	11
Casey Chrystal	812	3	1	39	19	874	0	3	0	0	16	19
Ricardo Cochran	630	6	1	54	54	745	0	6	0	0	45	51
Frankie Cozier	4	16	1	5	1	27	0	0	0	0	1	1
Chauncey Dawkins	328	304	16	45	19	712	164	251	0	0	15	430
Roger Garcia	12	3	0	2	0	17	0	1	0	0	0	1
Pe Lakaya Jones	0	574	0	341	1	916	0	469	0	0	1	470
Daniel Letour	425	51	10	49	17	552	0	44	0	0	14	58
Victor Madrigal	113	38	3	47	2	203	0	35	0	0	1	36
Joseph Hoyer	314	7	3	22	13	359	0	6	0	0	12	18
Mark Johnson	500	60	17	67	17	673	41	61	0	0	12	117

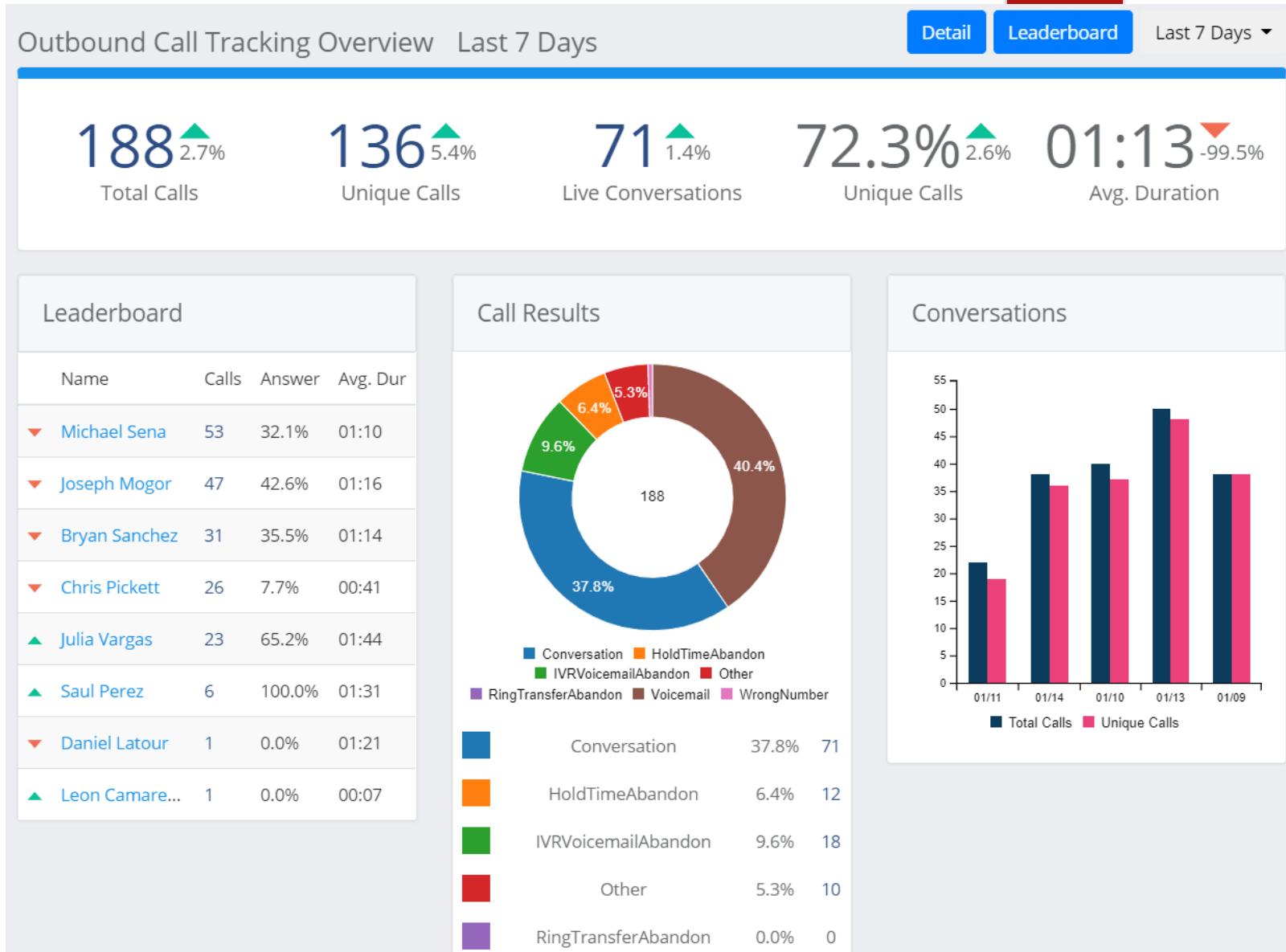
ProMax Reports

► Inbound Call Tracking Report



ProMax Reports

► Outbound Call Tracking Report



BDC – Other Important Items

- ▶ Selective Hiring
- ▶ Committed, involved BDC Supervisor/Manager
- ▶ System knowledge and utilization – all notes, activities and follow up completed directly within ProMax system
- ▶ Accurate inventory on website and within ProMax system
- ▶ Be creative and utilize all your resources instead of relying solely on NEW leads

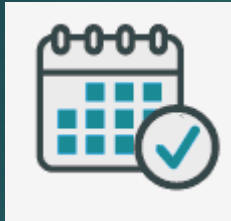


Hidden Sources for New Leads

OLD LEADS CAN BECOME NEW SALES WHEN YOU USE THE DATA IN YOUR CRM TO RE-START SALES CONVERSATIONS WITH CUSTOMERS WHO ARE STILL IN THE MARKET, OR IN THE MARKET AGAIN.

CREATE TARGETED MARKETING LISTS IN YOUR CRM BASED ON CUSTOMER STATUSES. THE PAYOFF IS MORE SALES, WITHOUT ADDITIONAL LEAD ACQUISITION COSTS.

BDC UNSOLD CAMPAIGNS



Missed Appointments

Double down on assertive follow up with customers that missed their appointment. These customers close at a much higher rate when you follow up with them immediately after they missed their scheduled visit.



Unsold Internet Leads

Re-engage with unsold or uncontacted customers multiple times. Offer time-sensitive incentives and detail your Value Propositions to reinforce why the customer should do business with you.



Previously Sold Customers

Create customer loyalty by staying connected with and marketing to people who previously purchased from you. Use the Trade Alerts feature in ProMax to pull customers in equity and reach out with buyback offers that will get them into a newer vehicle all while staying within their current budget

Sample Email Campaign to Unsold Customers

- ▶ 429 emails sent
- ▶ 47 opens
- ▶ 25 contacts
- ▶ 5 appointments
- ▶ 5 shows
- ▶ 3 sold

Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks
429	0.7% (3)	0	1.4% (6)	11% (47)	4.3% (2)

ROI

Contacts	Appts	Shows	New Sold	Used Sold	Total Sold	Front Gross	Back Gross	Total Gross
25	5	5	0	3	3	\$3,203	\$2,191	\$5,394

Onsite –vs– Outsourced

DECIDING WHICH
IS THE RIGHT BDC
SOLUTION FOR
YOUR DEALERSHIP

Onsite

- ▶ Process Control
- ▶ Operations/Hiring
- ▶ Colleague Rapport
- ▶ Accessibility
- ▶ Local Expertise

Outsourced

- ▶ Cost Effective
- ▶ Flexible
- ▶ Immediate Scalability
- ▶ Trusted Partner
- ▶ Coverage 7 days per week from 7am-8pm
- ▶ Tenured staff
- ▶ Dedicated Manager

What To Do Next?



Evaluate both your current processes and existing team and take note of what you are good at



From there, determine what gaps need filled



Consult with your CRM/ILM rep since they already know your dealership inside and out and can make helpful recommendations for you



Get everyone involved and make a plan

QUESTIONS



- ▶ *For more information on why ProMax BDC might be the right solution for you, please contact us today!*
- ▶ *Brandon Luloff, BDC Sales Executive*
- ▶ brandonluloff@promaxunlimited.com
- ▶ *563.344.7735*