



3.2.1

Automotive Mailing Services

“We Make You Profit”

Facts About Auto Sales

What you think

vs.

What is real



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Automotive Mailing Services

Facts About Auto Sales



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Automotive Mailing Services

Facts About Auto Sales

Percentage of Customers that Decided
that They Were Going to *Buy* a Vehicle
Before Leaving Home



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Facts About Auto Sales

Percentage of Customers that Decided
that They Were Going to *Buy* a Vehicle
Before Leaving Home

85%



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Facts About Auto Sales



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Percentage of Customers Considering
Fewer Than **3** Makes of
Vehicles Prior to Shopping



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Facts About Auto Sales

Percentage of Customers Considering
Fewer Than **3** Makes of
Vehicles Prior to Shopping

82%



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Facts About Auto Sales



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Facts About Auto Sales

Percentage of Customers Who Told a Sales Person They Were *“Just Shopping”*



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Facts About Auto Sales

Percentage of Customers Who Told a Sales Person They Were *“Just Shopping”*

72%



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Facts About Auto Sales

Percentage of Customers Who Told a Sales Person They Were *“Just Shopping”*

72%

So how do we meet ‘em and greet ‘em?



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Facts About Auto Sales



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Facts About Auto Sales

Number of *Actual Hours* The Average
Customer Spends Shopping
for a New Vehicle
(Including Internet)



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Automotive Mailing Services

Facts About Auto Sales

Number of *Actual Hours* The Average
Customer Spends Shopping
for a New Vehicle
(Including Internet)

110



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Automotive Mailing Services

Facts About Auto Sales

Average Number of *Actual Shopping Days*
a Customer Spends A Dealerships



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Automotive Mailing Services

Facts About Auto Sales

Average Number of *Actual Shopping Days*
a Customer Spends A Dealerships

4



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Facts About Auto Sales

Average Number of *Days* a Customer
Takes From First Dealer
Visit Until Purchase



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Facts About Auto Sales

Average Number of *Days* a Customer
Takes From First Dealer
Visit Until Purchase

14



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Facts About Auto Sales

Percentage of Customers Who Buy On
First Visit to a Dealership



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Percentage of Customers Who Buy On
First Visit to a Dealership

20%



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Facts About Auto Sales

Percentage of Customers Who Buy On
First Visit to a Dealership

20%

About your closing ratio?



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Facts About Auto Sales

Percentage of Customers Who Bought
Within **3 Days** From the Day
They Began Looking



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Facts About Auto Sales

Percentage of Customers Who Bought
Within **3 Days** From the Day
They Began Looking

57%



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Percentage of Customers That Come
With *3rd Party* Information...WHY?



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Facts About Auto Sales

Percentage of Customers That Come
With *3rd Party* Information...WHY?

76%



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Facts About Auto Sales

Percentage of Customers That Come
With *3rd Party* Information...WHY?

76%

So what would be the next question we ask them?



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Facts About Auto Sales



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Facts About Auto Sales

Number of *Dealerships* The Average
Customer Shopped Prior
To Making a Purchase
(Including Internet)



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Facts About Auto Sales

Number of *Dealerships* The Average
Customer Shopped Prior
To Making a Purchase
(Including Internet)

5



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Facts About Auto Sales



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Facts About Auto Sales

Percentage of Customers *Not Followed-Up*
When They Left Dealerships
Without Making a Purchase



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Facts About Auto Sales

Percentage of Customers *Not Followed-Up*
When They Left Dealerships
Without Making a Purchase

90%



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Facts About Auto Sales

Percentage of Customers Who Will
Become **“Be-Backs”** With a
Good Follow-Up Program



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Facts About Auto Sales

Percentage of Customers Who Will
Become *“Be-Backs”* With a
Good Follow-Up Program

33%



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Facts About Auto Sales



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Automotive Mailing Services

Facts About Auto Sales

Percentage of Customers Who *Return* to
the Store (*Be-Backs*) Who
Purchase a Vehicle



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Automotive Mailing Services

Facts About Auto Sales

Percentage of Customers Who *Return* to
the Store (*Be-Backs*) Who
Purchase a Vehicle

67%



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Facts About Auto Sales



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Automotive Mailing Services

Facts About Auto Sales

Number of Customers The Average Sales
Person Sees and Talks Face to Face
Each Day



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Automotive Mailing Services

Facts About Auto Sales

Number of Customers The Average Sales
Person Sees and Talks Face to Face
Each Day

2.7



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Facts About Auto Sales



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Automotive Mailing Services

Facts About Auto Sales

Percentage of Selling Situations the Sales
Person *Properly* Established Rapport,
Qualified and Controlled the Prospect



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Automotive Mailing Services

Facts About Auto Sales

Percentage of Selling Situations the Sales
Person *Properly* Established Rapport,
Qualified and Controlled the Prospect

118%



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Facts About Auto Sales



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Facts About Auto Sales

Percentage of Customers Who Did *Not*
Feel They Got a *Good* Product
Presentation and Demo Ride



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Facts About Auto Sales

Percentage of Customers Who Did *Not*
Feel They Got a *Good* Product
Presentation and Demo Ride

888%



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Facts About Auto Sales



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Facts About Auto Sales

Percentage of Customers Who *Want* to Drive the Vehicle Before They Buy It



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Automotive Mailing Services

Facts About Auto Sales

Percentage of Customers Who *Want* to Drive the Vehicle Before They Buy It

99%



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Automotive Mailing Services

Facts About Auto Sales

Percentage of Customers Who Purchased
Within **4 Hours** After Shopping
at the First Lot



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Facts About Auto Sales

Percentage of Customers Who Purchased
Within *4 Hours* After Shopping
at the First Lot

388%



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Facts About Auto Sales



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Automotive Mailing Services

Facts About Auto Sales

Percentage of Customers Who Purchased
On The Spot When They Did Receive a
Good Product Presentation
and Demonstration



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Automotive Mailing Services

Facts About Auto Sales

Percentage of Customers Who Purchased
On The Spot When They Did Receive a
Good Product Presentation
and Demonstration

50%



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Facts About Auto Sales

Percentage of Customers Who Had **No**
Specific Plan to From the Same Sales
Person or Dealership



3.2.1

Automotive Mailing Services

Facts About Auto Sales

Percentage of Customers Who Had **No**
Specific Plan to From the Same Sales
Person or Dealership

888%



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Automotive Mailing Services

Facts About Auto Sales



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Automotive Mailing Services

Facts About Auto Sales

Percentage of Customers Who Could **Not**
Recall Sales Person's 12 Months
After the Sale



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Facts About Auto Sales

Percentage of Customers Who Could *Not*
Recall Sales Person's 12 Months
After the Sale

82%



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Facts About Auto Sales

Percentage of Average Dealership's Total
Vehicle Sales Made to Customers **New** to
That Dealership



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Automotive Mailing Services

Facts About Auto Sales

Percentage of Average Dealership's Total
Vehicle Sales Made to Customers **New** to
That Dealership

55%



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Automotive Mailing Services

Facts About Auto Sales

Percentage of Owners *Contacted* About
Purchasing Another Vehicle After Delivery



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Automotive Mailing Services

Facts About Auto Sales

Percentage of Owners *Contacted* About
Purchasing Another Vehicle After Delivery

110%



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Automotive Mailing Services

Facts About Auto Sales

Percentage of Owners *Contacted* About
Purchasing Another Vehicle After Delivery

10%

90% Not followed-up with...sound familiar?



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Percentage of Time the Average Sales
Manager Spends *Working Directly* With
The Sales Force



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Facts About Auto Sales

Percentage of Time the Average Sales
Manager Spends *Working Directly* With
The Sales Force

18%



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Automotive Mailing Services

Facts About Auto Sales

Percentage of Time the Average Sales Manager Spends *Working Directly* With The Sales Force

18%

So what's the last question to ask the customer?



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Facts About Auto Sales

What is Happening in Our Showrooms?



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Automotive Mailing Services

Facts About Auto Sales

What is Happening in Our Showrooms?

- Only **20%** Will Buy on the First Visit to a Dealership - **80% Won't**. What's your **closing ratio** again?
- But 33% Will Return to the Dealership (*be-backs*) With Good **Follow-up**
- And 67% of Customers Who Do Return (*be-backs*) Will Purchase



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Automotive Mailing Services

Facts About Auto Sales

What is Happening in Our Showrooms?

- Only **20%** Will Buy on the First Visit to a Dealership - **80% Won't**. What's your **closing ratio** again?
- But 33% Will Return to the Dealership (*be-backs*) With Good **Follow-up**
- And 67% of Customers Who Do Return (*be-backs*) Will Purchase

17%

Opportunity



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Facts About Auto Sales



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Automotive Mailing Services

Facts About Auto Sales

Average Sales Manager Spends Only



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Automotive Mailing Services

Facts About Auto Sales

Average Sales Manager Spends Only

18%



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Automotive Mailing Services

Facts About Auto Sales

Average Sales Manager Spends Only

18%

Of the Day *Working Directly* With the
Sales Force!



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Closing Ratio - 3 Best Questions

- 1. Are you just shopping?**
- 2. Are you looking for the best deals?**
- 3. Can I introduce you to our Sales Manager?**



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Facts About Auto Sales

Follow-up - What is 5% Worth?

Take Total Retail Sales - Ex.: New + Used = **100**

20% Closing Ratio - Multiply by 4 = **400** Unsold

400 x 5% = **20** units

20 x ATG **\$2,000** = Additional **\$40,000**

\$40,000 x 12 = **\$480,000** annually

Ex.: 100... your sales as a % x the \$480K?



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Facts About Auto Sales

Follow-up - What is 5% Worth?

Take Total Retail Sales - Ex.: New + Used = **100**

20% Closing Ratio - Multiply by 4 = **400** Unsold

400 x 5% = **20** units

20 x ATG **\$2,000** = Additional **\$40,000**

\$40,000 x 12 = **\$480,000** annually

Ex.: 100... your sales as a % x the \$480K?

What if your closing ratio is less than 20%?



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What if we don't close a sale today? This 80%!

- **When** should we follow-up?
- **How** should we follow-up?
- **Who** should follow-up?
- **Why?** Because...



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Automotive Mailing Services

Facts About Auto Sales

What if we don't close a sale today? This 80%!

- **When** should we follow-up?
- **How** should we follow-up?
- **Who** should follow-up?
- **Why?** Because...

**33% Will Be
Back & 67% of
Them Will Buy**

17%

More Sales!