

**NAPLETON
AUTOMOTIVE GROUP**



2017

CRM OPERATIONS

CRM OPERATIONS

DAILY PHONE CALL, TEXT & EMAIL SCHEDULES

NEW INTERNET SALES LEAD

Call/Text/Email Schedule & Emails

CONTACTED

Call/Text/Email Schedule & Emails

APPOINTMENT PROCESS

Call/Text/Email Schedule & Emails

APPOINTMENT NO SHOW PROCESS

Call/Text/Email Schedule & Emails

UNSOLD SHOWROOM PROCESS

Call/Text/Email Schedule & Emails

GENERAL EMAILS

LEAD FILTERING PROCESS

Email/Web Lead

When a Lead enters the system it is automatically assigned to BDC agents based on schedule. It is now available for BDC agents/authorized employees to respond.

That individual is then responsible for all initial and continued follow up.

Initial response consists of call, email, and text – in that order.

The customer is automatically in the New Internet Sales Lead process for a 90 days period. This only ends if an appointment is set, or you have actual conversation with the customer and move them into Contacted.

At the end of 90 days (through any process) they be automatically entered in newsletter/eblast campaigns.

Campaigns

(Follow up Processes)

New Lead – (Initial process on every internet customer)

Contacted – (Custom process when actual conversation is had without appt being set)

Appointment Set - (Backend process automatically started when appt is set)

Appt No Show – (Backend process automatically started when appt is missed)

Unsold Showroom - (Backend process when showroom visit is closed without sale)

Working – (Custom process on active lead working with managers towards a deal)

New Internet Sales Lead

All new leads fall into this category, only to be removed if they set an appointment or visit.

Follow up Schedule

Immediate upon arrival – call, email, text (auto responder only during off hours)

4 hr manager call

Day 1– Call, email, text

Day 2 – Call and text

Day 3 – BDC/SP Call and text

Manager auto email

Day 5 – Call and text

Day 7 - Call, custom email, text

Day 10 – Call and text

Day 15 – Call, email, text

Day 30– Call and text

Manager auto email

Day 60– Call and text – automated email

Day 90– Automated email from Manager

AUTO RESPONSE – AFTER HOURS ONLY

Email Subject: Thank you for your interest at [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

My name is [SALESPERSON FULL NAME]. I wanted to let you know that we have received your inquiry.

We are open 9am to 9pm Monday through Thursday, Friday 9am to 9pm, and 9am to 6pm Saturday. Since you have sent your request after business hours, we will respond when we return the next business day. If you don't receive a prompt response or we failed to answer your questions, please don't hesitate to reach out to me immediately.

Sincerely,

[SALESPERSON SIGNATURE]

FIRST RESPONSE EMAILS BY TYPE/SOURCE

NEW CAR 1ST RESPONSE - ePrice

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FULL NAME] with [DEALER NAME]. Below you will find your Napleton Price on the [VEHICLE MODEL] you inquired on. Great news - this vehicle is available! Are you able to come in today for a test drive?

(INSERT VEHICLE HERE)

[CURRENT LEASE AND FINANCE OFFERS](#) (links to incentives page)

[WHAT SETS \[DEALER NAME\] APART FROM THE COMPETITION](#) (links to reviews page)

Here are a few additional options for you to look at.

[SIMILAR VEHICLES MIXED]

Best Regards,

[SALESPERSON SIGNATURE]

NEW CAR NO STOCK

This is [SALESPERSON FULL NAME] with [DEALER NAME]. I received notification you were looking for information on the [VEHICLE MODEL]. Below you will find the starting price on this particular model and trim level.

MSRP \$

ePrice\$

*Includes the [VEHICLE MODEL] discounts of \$

I'd like to go over the specifics of what you are looking for so I can customize a quote for you. What equipment, package, and/or color would you like this vehicle to have? Feel free to call me at [DEALER PHONE] to discuss.

[CURRENT LEASE AND FINANCE OFFERS](#) (links to incentives page)

[WHAT SETS \[DEALER NAME\] APART FROM THE COMPETITION](#) (links to reviews page)

In the meantime, here are some options I have in stock.

[SIMILAR VEHICLES NEW]

Best Regards,

[SALESPERSON SIGNATURE]

USED CAR 1ST RESPONSE

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FULL NAME] with [DEALER NAME]. I am happy to inform you the [VEHICLE YMM] is in-stock and available for immediate delivery! What time today are you able to come in so I can get this vehicle pulled aside and ready?

(PUT BROCHURE HERE)

Please feel free to call me if you have any questions, my direct number is [SALESPERSON PHONE].

Click here for directions: [LINK-MAPTODEALERSHIP]

I'm looking forward to meeting with you.

Regards,

[SALESPERSON SIGNATURE]

CAR SOLD NOT HERE

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FULL NAME] at [DEALER NAME]. I received your interest in our [VEHICLE YMM]. Unfortunately, this vehicle is no longer available but not to worry I have plenty of other options for you!

1. What budget are you trying to stay within?
2. When are you looking to finalize a purchase?
3. Do you have any restrictions, such as number of miles or transmission?

Here are some options for your consideration:

[SIMILAR VEHICLES USED]

I look forward to hearing back and helping you find a new vehicle! You can reach me at [SALESPERSON PHONE] or by replying to this email.

Regards,

[SALESPERSON SIGNATURE]

TRUE CAR 1ST RESPONSE

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FULL NAME], your TrueCar Representative with [DEALER NAME]. We work very hard to provide an easy and painless buying experience. As your TrueCar Certified Dealer, your savings on any in-stock unit are guaranteed!

Your Minimum Guaranteed Savings on this [VEHICLE YMM] are: **\$xxxx**.
Often times we're able to save you even more!

In case you don't have your certificate, here is the link to the vehicle you built.

I have plenty of options in stock for you to choose from, and would like to schedule a time for you to come in. What time today works best for you?

Please feel free to call or email me if you have any questions, my direct phone number is [SALESPERSON PHONE].

For your convenience, I have provided directions to our dealership. [LINK-MAPTODEALERSHIP]

I look forward to meeting you soon. Have a Great Day!

Best Regards,

[SALESPERSON SIGNATURE]

*Guaranteed savings may include rebates and special savings. See dealer for details.

USAA 1ST RESPONSE

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FULL NAME], your USAA Representative with [DEALER NAME]. We work very hard to provide an easy and painless buying experience. As your USAA Certified Dealer, your savings on any in-stock unit are guaranteed!

Your Minimum Guaranteed Savings on this [VEHICLE YMM] are: **\$xxxx**.
Often times we're able to save you even more!

In case you don't have your certificate, here is the link to the vehicle you built.

I have plenty of options in stock for you to choose from, and would like to schedule a time for you to come in. What time today works best for you?

Please feel free to call or email me if you have any questions, my direct phone number is [SALESPERSON PHONE].

For your convenience, I have provided directions to our dealership. [LINK-MAPTODEALERSHIP]

I look forward to meeting you soon. Have a Great Day!

Best Regards,

[SALESPERSON SIGNATURE]

*Guaranteed savings may include rebates and special savings. See dealer for details.

BCU 1ST RESPONSE

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FULL NAME], your Baxter Credit Union Representative with [DEALER NAME]. We work very hard to provide an easy and painless buying experience. As your Baxter Credit Union Certified Dealer, your savings on any in-stock unit are guaranteed!

Your Minimum Guaranteed Savings on this [VEHICLE YMM] are: **\$xxxx**.
Often times we're able to save you even more!

In case you don't have your certificate, here is the link to the vehicle you built.

I have plenty of options in stock for you to choose from, and would like to schedule a time for you to come in. What time today works best for you?

Please feel free to call or email me if you have any questions, my direct phone number is [SALESPERSON PHONE].

For your convenience, I have provided directions to our dealership. [LINK-MAPTODEALERSHIP]

I look forward to meeting you soon. Have a Great Day!

Best Regards,

[SALESPERSON SIGNATURE]

*Guaranteed savings may include rebates and special savings. See dealer for details.

CONSUMER REPORTS 1ST RESPONSE

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FULL NAME], your Consumer Reports Representative with [DEALER NAME]. We work very hard to provide an easy and painless buying experience. As your Consumer Reports Certified Dealer, your savings on any in-stock unit are guaranteed!

Your Minimum Guaranteed Savings on this [VEHICLE YMM] are: **\$xxxx**.
Often times we're able to save you even more!

In case you don't have your certificate, here is the link to the vehicle you built.

I have plenty of options in stock for you to choose from, and would like to schedule a time for you to come in. What time today works best for you?

Please feel free to call or email me if you have any questions, my direct phone number is [SALESPERSON PHONE].

For your convenience, I have provided directions to our dealership. [LINK-MAPTODEALERSHIP]

I look forward to meeting you soon. Have a Great Day!

Best Regards,

[SALESPERSON SIGNATURE]

*Guaranteed savings may include rebates and special savings. See dealer for details.

EMPLOYEE BUYING PROGRAM 1ST RESPONSE

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FULL NAME], your Employee Buying Program Representative with [DEALER NAME]. We work very hard to provide an easy and painless buying experience. As your Employee Buying Program Certified Dealer, your savings on any in-stock unit are guaranteed!

Your Minimum Guaranteed Savings on this [VEHICLE YMM] are: **\$xxxx**.
Often times we're able to save you even more!

In case you don't have your certificate, here is the link to the vehicle you built.

I have plenty of options in stock for you to choose from, and would like to schedule a time for you to come in. What time today works best for you?

Please feel free to call or email me if you have any questions, my direct phone number is [SALESPERSON PHONE].

For your convenience, I have provided directions to our dealership. [LINK-MAPTODEALERSHIP]

I look forward to meeting you soon. Have a Great Day!

Best Regards,

[SALESPERSON SIGNATURE]

*Guaranteed savings may include rebates and special savings. See dealer for details.

COSTCO 1ST RESPONSE

Hello [CUSTOMER FIRST NAME],

Thank you for your interest in the [VEHICLE YMM] through our **Costco Auto Buying Program**. Here is an example of your Costco pricing based on the base model. What time today works best for you to come in and meet with us?

MSRP: \$XXXX

Costco Membership Price: \$XXXXXX.

Your special Costco Membership price **includes** the current rebates of \$xxxx

So I can customize a quote for you, what options and trim are you looking for?

Please feel free to call or email me if you have any questions, my direct phone number is [SALESPERSON PHONE].I look forward to meeting with you soon. Have a great day!

Best regards,

[SALESPERSON SIGNATURE]

CADILLAC FIRST RESPONSE – NEW

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FULL NAME] with [DEALER NAME]. I have provided below some options on the [VEHICLE MODEL] you're interested in. The next thing I'd like to do is make sure I've answered all of your questions and review the specific options you're looking for. You can reach me at [SALESPERSON PHONE] to review this together.

ANSWER QUESTIONS HERE

INSERT VEHICLE

OR

Starting at MSRP \$

Starting at Napleton Price \$*

(INSERT LOANER AND CPO/USED HERE)

[Have a trade? Click here to value your vehicle](#)

[Discover special offers available for a limited time](#)

[See what sets Napleton Cadillac apart from the rest](#)

[Cadillac Premium Care](#)

Regards,

[SALESPERSON SIGNATURE]

*Your price quote is valid for 7 days and does not include taxes or fees. Discounts and vehicle options are subject to change at any time.

CADILLAC 1ST RESPONSE CPO

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FULL NAME] with [DEALER NAME]. You've made an excellent choice in choosing a Certified Pre-Owned Cadillac. As they say, You're not buying its past. You're buying your future.

ANSWER QUESTIONS HERE

INSERT VEHICLE

The benefits of looking forward: Cadillac Certified Pre-Owned warranty with 6 years/100,000-mile Bumper-to-Bumper warranty,172-point inspection and 24-hour roadside assistance for the life of the warranty.And you'll enjoy even more benefits.

[Have a trade? Click here to value your vehicle](#)

[Discover special offers available for a limited time](#)

[See what sets Napleton Cadillac apart from the rest](#)

[Cadillac Premium Care](#)

Regards,

[SALESPERSON SIGNATURE]

*Your price quote is valid for 7 days and does not include taxes or fees. Discounts and vehicle options are subject to change at any time.

DAY 1

Email Subject: Follow up on the price quote I sent – [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

My name is [SALESPERSON FIRST NAME] with [DEALER NAME]. I wanted to follow up with you on the email I sent over yesterday. Sometimes they end up in spam and I wanted to make sure you received it.

If you didn't receive it let me know so I can resend it for you.

If you're ready to schedule your visit to our dealership, what day and time work best? I look forward to meeting with you and thank you for the opportunity to earn your business.

Sincerely,

[SALESPERSON SIGNATURE]

DAY 3 – MANAGER EMAIL (automated)

Email Subject: From the Sales Manager at [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

My name is [MANAGER FULL NAME] and I'm one of the Sales Managers here at [DEALER NAME]. Thank you for your interest in the [VEHICLE YMM]. I just left you a message and I noticed that [BD AGENT FULL NAME] from our Internet Department has sent you some information in regards to your inquiry.

If you need some help putting a deal together, please feel free to email or call me anytime.

Thank you,

[MANAGER SIGNATURE]

DAY 7 – CUSTOM EMAIL

Blank email to allow BDC Agent to create a custom email designed to entice a response. We've made an initial email attempt, a manager attempt, now time to get personal

IT'S BEEN A WEEK – BE PERSONAL AND CREATIVE

- ✓ *WHAT DISCOUNTS HAVE CHANGED OR ARE ENDING?*
- ✓ *NEW INVENTORY COME IN?*
- ✓ *SALES EVENT THIS WEEKEND?*

DAY 15 - manual

Email Subject: Make me an offer – [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

I wanted to follow up with you on your interest in the [VEHICLE YMM]. I haven't been able to get in touch with you and I just want to make sure I've provided everything you need to make an informed decision.

If there is anything that I can do to earn your business on this vehicle, or any other that caught your eye, please let me know right away. Whether it's a price or a payment I will do everything I can to make it happen for you!

I do understand that needs and timelines often change, but the last thing I want is for you to feel that I have not provided you the attention you need or information you requested.

Thank you for the opportunity to earn your business.

Sincerely,

[SALESPERSON SIGNATURE]

DAY 30 – MANAGER EMAIL (automated)

Email Subject: Are you still looking for a vehicle – [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [MANAGER FIRST NAME] with [DEALER NAME]. It's been about a month now since you expressed interest in the [VEHICLE YMM] and I wanted to see if you're still looking for a vehicle or if you've purchased already?

If you're still in the market for a vehicle, please let me know what I can do to earn your business.

I look forward to hearing back!

Regards,

[MANAGER SIGNATURE]

DAY 60 - automated

Email Subject: Have you found a vehicle already – [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FIRST NAME] from [DEALER NAME]. It's been a couple months since you expressed interest in a [VEHICLE MODEL], but I've been unsuccessful in finding a time to meet.

If you're still in the market, all you have to do is let me know exactly what I can do to assist you and I will immediately begin working on your behalf.

If you've already purchased please let me know.

I look forward to hearing back.

Sincerely,

[SALESPERSON SIGNATURE]

DAY 90 – automated

Email Subject: Thank you for the opportunity – [DEALERNAME]

Hello [CUSTOMER FIRST NAME],

This is [MANAGER NAME] with [DEALER NAME]. It's been 3 months since you initially expressed interest in a vehicle at our dealership. Unfortunately we've been unable to schedule a convenient time for you to come in and meet with us.

At this point, we'll keep you updated on sales events and special offers but our continued attempts to reach you will stop. If you are in the market for a vehicle in the future please keep us in mind.

If there was anything we could have differently to earn your business please let me know. We strive to provide an excellent buying experience. Whether or not my staff did their job well, and you would like to provide feedback on your experience, I would love to hear from you.

I hope you have a great day!

Regards,

[MANAGER SIGNATURE]

CONTACTED PROCESS / EMAILS

CUSTOM PROCESS - only ends with appt or sold

Follow up Schedule

Day 1– Call, email, text

Day 2 – Call and text

Day 3 – BDC/SP Call and text

Manager auto email

Day 5 – Call and text

Day 7 - Call, custom email, text

Day 10 – Call and text

Day 15 – Call, email, text

Day 30– Call and text

Manager auto email

Day 60– Call and text – automated email

Day 90– Automated email from Manager

DAY 1

Email Subject: Thank you for speaking with me – [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FIRST NAME] with [DEALER NAME]. Thank you for taking the time to answer my call yesterday. I enjoyed speaking with you, and hope I was able to answer your questions.

If you've found a day and time that work for you to come in and meet with us please let me know so I can schedule your visit. We'll have the vehicle ready for you to see and minimize your time here.

Please let me know if you have any additional questions I can answer for you. Have a great day!

Sincerely,

[SALESPERSON SIGNATURE]

DAY 3 – MANAGER (automated)

Email Subject: From the Sales Manager at [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

My name is [MANAGER FULL NAME] , I am one of the Managers here at [DEALER NAME]. Thank you for your interest in the [VEHICLE YMM]. I just left you a message and I noticed that you spoke to [BD AGENT FULL NAME] from our Internet Department.

If you need some help putting a deal together, please feel free to email or call me anytime.

Thank you,

[MANAGER SIGNATURE]

DAY 7 – CUSTOM EMAIL

Blank email to create a custom email designed around conversation they already had. We've made an initial email attempt, a manager attempt, now time to get personal

IT'S BEEN A WEEK – BE PERSONAL AND CREATIVE

- ✓ *WHAT DISCOUNTS HAVE CHANGED OR ARE ENDING?*
- ✓ *NEW INVENTORY COME IN?*
- ✓ *SALES EVENT THIS WEEKEND?*

DAY 15

Email Subject: Make me an offer – [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

I wanted to follow up with you on your interest in the [VEHICLE YMM]. I haven't been able to schedule a convenient time to get together and i don't want to bother you with emails.

If there is anything that I can do to earn your business on this vehicle, please let me know right away. Whether it's price or a payment I will do everything I can to make it happen for you!

Thank you for the opportunity to earn your business.

Sincerely,

[SALESPERSON SIGNATURE]

DAY 30 – MANAGER (automated)

Email Subject: From the Sales Manager at [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [MANAGER FIRST NAME] with [DEALER NAME]. It's been about a month now since you spoke with [SALESPERSON FIRST NAME] about the [VEHICLE YMM] and I wanted to see if you're still looking for a vehicle or if you've purchased already?

If you're still in the market for a vehicle, please let me know what I can do to earn your business.

I look forward to hearing back!

Regards,

[MANAGER SIGNATURE]

DAY 60 - automated

Email Subject: Have your needs changed – [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FIRST NAME] from [DEALER NAME]. It's been a couple months since we had initially spoke but I've been unsuccessful in finding a time to meet.

If you're still in the market, all you have to do is let me know exactly what I can do to assist you and I will immediately begin working on your behalf.

If you've already purchased please let me know.

I look forward to hearing back.

Sincerely,

[SALESPERSON SIGNATURE]

DAY 90 – automated

Email Subject: Thank you for the opportunity – [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [MANAGER NAME] with [DEALER NAME]. It's been 3 months since you initially expressed interest in a vehicle at our dealership. Unfortunately we've been unable to schedule a convenient time for you to come in and meet with us.

At this point, we'll keep you updated on sales events and special offers but our continued attempts to reach you will stop. If you are in the market for a vehicle in the future please keep us in mind.

If there was anything we could have differently to earn your business please let me know. We strive to provide an excellent buying experience. Whether or not my staff did their job well, and you would like to provide feedback on your experience, I would love to hear from you.

I hope you have a great day!

Regards,

[MANAGER SIGNATURE]

APPOINTMENT PROCESS

The customer is automatically entered into this process when an appointment is set. If the appointment is marked as missed, the no show process will automatically take over.

Appointment Confirmation Email

Email Subject: Confirmation of your appointment with [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is a confirmation of your appointment at [DEALER NAME]. As a reminder, please ask for [SALESPERSON FIRST NAME] when you arrive at our dealership.

APPOINTMENT DATE AND TIME: [NEXT APPOINTMENT DATE AND TIME]

If for any reason you are unable to make it to your appointment, Please give me a courtesy call to reschedule at [SALESPERSON PHONE].

Please make sure you bring a valid drivers license for the test drive!

Link with directions:

[\[LINK-MAPTODEALERSHIP\]](#)

We look forward to meeting you, [CUSTOMER FIRST NAME]. Thank you for giving us the opportunity to earn your business.

Sincerely,

[SALESPERSON SIGNATURE]

APPOINTMENT NO SHOW

If the appointment is marked missed it will be moved to the no-show process automatically.
DO NOT CANCEL APPOINTMENTS – MARK ONLY AS COMPLETED OR MISSED

No Show Follow up Schedule

Day 1– Call, email, text

Day 2 – Call and text

Day 3 – BDC/SP Call, text

Manager auto email

Day 5 – Call and text

Day 7 - Call, custom email, text

Day 10 – Call and text

Day 15 – Call, email, text

Day 30– BDC/SP - Call and text

Manager auto email

Day 60– BDC/SP - Call and text

Auto email

Day 90– Automated email from Jimmie

Day 1

Email Subject: Regarding your appointment at [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FIRST NAME] at [DEALER NAME]. I wanted to follow up with you on your appointment to visit our dealership. I know things change and plans get rearranged, so I wanted to see what day and time works better for you to stop in?

If you did come in, I apologize for the email, I don't show your visit on record. So I can update your information, do you mind answering these questions:

Who did you speak with when you were here?
Did you find a vehicle that you liked?

I look forward to speaking with you soon!

Sincerely,

[SALESPERSON SIGNATURE]

Day 3 (automated)

Email Subject: From the Sales Manager at [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

My name is [MANAGER FULL NAME], and I'm one of the Sales Managers from [DEALER NAME]. I wanted to send you a personal email about the appointment you had with [SALESPERSON FIRST NAME] to visit our dealership.

I wanted to see what day and time works for you to come in and work with me directly?

If you are in the process of working with any other dealerships on a similar vehicle, give me the opportunity to meet or beat their deal.

We thank you for the opportunity to earn your business.

Sincerely,

[MANAGER SIGNATURE]

Day 7

Blank email to create a custom email designed around conversation they already had. We've made an initial email attempt, a manager attempt, now time to get personal

IT'S BEEN A WEEK – BE PERSONAL AND CREATIVE

- ✓ *WHAT DISCOUNTS HAVE CHANGED OR ARE ENDING?*
- ✓ *NEW INVENTORY COME IN?*
- ✓ *SALES EVENT THIS WEEKEND?*

Day 15

Email Subject: New vehicle options for you – [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

I certainly don't want to bother you but we would love to help you if you're still looking for a vehicle.

Our inventory changes daily so if you're still in the market please take a look at our website and let me know if anything catches your eye. If you have purchased already please let me know so I can update my record.

Click here for up-to-date inventory
[DEALER WEBSITE]

Sincerely,

[SALESPERSON SIGNATURE]

Day 30

Email Subject: Follow up from the Sales Manager at [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [MANAGER FULL NAME] from [DEALER NAME]. I'm following up with you on the appointment that you had with [SALESPERSON FIRST NAME] about a month ago.

In the event you have already purchased please let me know so I can update our records. We will continue to follow up with you but don't want to bother you.

If you are still looking just let me know so I can work with you personally to get you a great deal.

I look forward to hearing back from you.

Sincerely,

[MANAGER SIGNATURE]

Day 60

Email Subject: Are you still looking for a vehicle – [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FIRST NAME] from [DEALER NAME]. It's been a couple months since we had initially scheduled your visit to our dealership but I've been unsuccessful in finding a better time to meet.

If you're still in the market, all you have to do is let me know exactly what I can do to assist you and I will immediately begin working on your behalf.

If you've already purchased please let me know.

I look forward to hearing back.

Sincerely,

[SALESPERSON SIGNATURE]

Day 90

Email Subject: Thank you for the opportunity - [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [MANAGER NAME] with [DEALER NAME]. It's been 3 months since you initially expressed interest in a vehicle at our dealership. Unfortunately we've been unable to schedule a convenient time for you to come in and meet with us.

At this point, we'll keep you updated on sales events and special offers but our continued attempts to reach you will stop. If you are in the market for a vehicle in the future please keep us in mind.

If there was anything we could have differently to earn your business please let me know. We strive to provide an excellent buying experience. Whether or not my staff did their job well, and you would like to provide feedback on your experience, I would love to hear from you.

I hope you have a great day!

Regards,

[MANAGER SIGNATURE]

UNSOLD SHOWROOM CUSTOMER

This schedule is for a customer that has visited the store and did not buy.

UNSOLD SHOWROOM – Follow up Schedule.

Salesperson has ownership of customer – BDC Agent is calling to obtain the objection behind not purchasing. Salesperson is still responsible for follow up

Day 0 - Same day of visit – SP email

Day 1– BDC Call, email, text

Day 2 – SP Call and text

Day 3 – BDC Call and text

Manager automated email

Day 5 – SP Call and text

BDC Email custom

Day 10 – SP Call, email, and text

Day 15 – BDC Call, email, text

Day 20 – SP Call and text

Day 30– BDC Call and text

Manager auto email

Day 60– BDC Call and text – auto email

Day 90– Automated email from Manager

SAME DAY EMAIL FROM SP

Subject: Thank you for visiting [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

I wanted to thank you for taking the time to stop in and meet with me today. It was a pleasure working with you.

If there is anything additional that has come up since we met, please let me know and I'll do everything I can to answer your questions or work a deal! I look forward to hearing back from you.

Regards,

[SALESPERSON SIGNATURE]

Day 1 – BDC EMAIL

Subject: How was your visit at [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [BD AGENT FULL NAME], Customer Relations Manager with [DEALER NAME]. I wanted to follow up with you regarding your recent visit to our store. We strive to provide our customers with an excellent experience and I wanted to get your feedback.

How was your visit with [SALESPERSON FIRST NAME]?

Did you find a vehicle that you liked?

Were you presented affordable options to purchase the vehicle that you picked out?

- If you did, what prevented you from purchasing?

I look forward to hearing back from you!

Sincerely,

[BD AGENT SIGNATURE]

Day 3 – MANAGER EMAIL (automated)

Email Subject: From the Sales Manager at [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

My name is [MANAGER FULL NAME] , I am one of the Managers here at [DEALER NAME]. I wanted to thank you for visiting our store the other day and taking a look at the [VEHICLE YMM].

If you need some help putting a deal together, please feel free to email or call me anytime.

Thank you,

[MANAGER SIGNATURE]

Day 5 – BDC CUSTOM EMAIL

Blank email to create a custom email designed around conversation they already had. We've made an initial email attempt, a manager attempt, now time to get personal

IT'S BEEN A WEEK – BE PERSONAL AND CREATIVE

- ✓ *WHAT DISCOUNTS HAVE CHANGED OR ARE ENDING?*
- ✓ *NEW INVENTORY COME IN?*
- ✓ *SALES EVENT THIS WEEKEND?*

Day 10 – SP EMAIL

Email Subject: Are you still interested?

Hello [CUSTOMER FIRST NAME],

I don't want to bother you, but I'm reaching out to hopefully get some feedback on your visit to dealership about a week ago. Please let me know if there is anything that I can do to help you with your purchase.

If you are looking for a different vehicle, we do have multiple stores in our group and can get almost any vehicle. Just let me know so I can see what options we have.

We are looking forward to meeting with you again.

Sincerely,

[SALESPERSON SIGNATURE]

Day 15 – BDC EMAIL

Email Subject: How is your search going

Hello [CUSTOMER FIRST NAME],

I just wanted to check in with you and see how your search is going. If you are ready to make a decision, or have additional questions on the vehicle we looked at I'm here to help!

Whatever I can do to earn your business, please let me know!

I look forward to hearing back.

Regards,

[SALESPERSON SIGNATURE]

Day 30 – MANAGER EMAIL (automated)

Subject: From the Sales Manager at [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [MANAGER FULL NAME] with [DEALER NAME]. It's been about a month since your visit to our store so I wanted to see if you are you still looking for a vehicle?

If you are, we nay have new programs available that I'd like to discuss with you. I look forward to speaking with you.

Sincerely,

[MANAGER SIGNATURE]

Day 60 – BDC EMAIL

Email Subject: Are you still looking for a vehicle – [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

It's been a couple months since your initial visit and I just wanted to see if you're still looking for a vehicle or have purchased already?

If you're no longer in the market please let me know.

Best Regards,

[BD AGENT SIGNATURE]

Day 90

Email Subject: Thank you for the opportunity – [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [MANAGER NAME] with [DEALER NAME]. It's been 3 months since you initially expressed interest in a vehicle at our dealership. Unfortunately we've been unable to schedule a convenient time for you to come in and meet with us.

At this point, we'll keep you updated on sales events and special offers but our continued attempts to reach you will stop. If you are in the market for a vehicle in the future please keep us in mind.

If there was anything we could have differently to earn your business please let me know. We strive to provide an excellent buying experience. Whether or not my staff did their job well, and you would like to provide feedback on your experience, I would love to hear from you.

I hope you have a great day!

Regards,

[MANAGER SIGNATURE]

General Email Templates

Sold Day 1 – from Managers – NEW/CPO (Ford example)

Hello [CUSTOMER FIRST NAME],

I wanted to take a moment and thank you for your business. We know you have a large selection of dealers to choose from, and we appreciate that you made us your #1 choice ! Welcome to the [DEALER NAME] Family!

It is important to us that you enjoy continuously excellent service. In a few days you will be receiving a purchase experience survey from [VEHICLE MODEL]. This is our report card for the manufacturer. If for any reason your experience with our team failed to exceed expectations, please give us a call or email. We want to make sure we correct any issues and/or learn from valuable input on you as the consumer can provide! It's our goal to exceed expectations every time.

If you could also please leave a review for our dealership based on your experience here and all those you worked with I would greatly appreciate it.

Review Ford

Congratulations on your purchase!

Best Regards,

Michael Chiappetta
New Car Sales Manager

Paul Bochenek
New Car Sales Manager

Steve Potts
Used Car Sales Manager/GSM

Kevin Gordon
General Manager

Napleton Ford in Libertyville
1010 S Milwaukee Ave
Libertyville, IL 60048
847-362-4550

Credit Application Link

Subject: Credit application link from [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

Below is the link to the online credit application. Once you submit the application, it takes me about 5 minutes to receive it. Once that happens, I will hand it directly to our business manager.

We may have questions for you so please be sure I have a number to reach you at. I will contact you immediately after hearing back from them. If you have any questions please let me know right away.

[PLEASE CLICK HERE TO FILL OUT SECURED CREDIT APPLICATION ONLINE](#)

Sincerely,

[SALESPERSON SIGNATURE]

Credit App Response

Subject: Thank you for applying for financing at [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FULL NAME] with [DEALER NAME]. I have received your credit application and will be sending it to our Business Manager for review.

Regards,

[SALESPERSON SIGNATURE]

Incentives Email

Subject: New discounts just for you at [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FULL NAME] with [DEALER NAME]. I have some great news for you - I can possibly save you more on the [VEHICLE YMM] you inquired on.

DON'T MISS OUT! CALL ME TODAY AT [SALESPERSON PHONE].

You can view our entire inventory at [\[DEALER WEBSITE\]](#). Keep in mind that our cars sell fast and I'd hate for you to miss out. What time today can you make it in?

Respectfully,

[SALESPERSON SIGNATURE]

Planning my day

Subject: Trying to reach you – [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

This is [SALESPERSON FIRST NAME] with [DEALER NAME]. I am planning my day and was wondering if you would like to stop by look at the [VEHICLE YMM]?

I know how busy your schedule is and I can save you time by having the vehicle ready for you when you arrive. I would rather wait for you than have you waiting for me!

Respectfully,

[SALESPERSON SIGNATURE]

No phone

Subject: Trying to reach you

Hello [CUSTOMER FIRST NAME],

My name is [SALESPERSON FULL NAME] and I'm the Internet Sales Specialist here at [DEALER NAME]. I tried calling you at [CUSTOMER DAY PHONE] and wasn't able to connect with you. Is there a better number I can reach you at?

If you prefer to call me instead, you can reach me at [SALESPERSON PHONE]. If you're ready to schedule your visit to come in and see the [VEHICLE MODEL], let me know what day and time work best and we'll be ready for you!

I look forward to hearing back.

Regards,

[SALESPERSON SIGNATURE]

Removed from list

Subject: Thank you for the opportunity – [DEALER NAME]

Hello [CUSTOMER FIRST NAME],

Thank you very much for your response. I have removed you from our email list. We appreciate the opportunity to earn your business and should you be in the market for a vehicle in the future please keep us in mind.

Thank you for your time. Have a great day.

Regards,

[SALESPERSON SIGNATURE]