



# GUIDELINES OF ENGAGEMENT

## CHECKLIST

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### Outbound Phone Calls

- Be prepared with the voicemail you are going to leave.
  - 85% of all the calls you make will require leaving a message.  
**Focus on improving your voicemail marketing.**
- Don't leave the same message you left yesterday. A series of voicemail word tracks is a good way to ensure your content stays fresh.
- Examples of message content:
  - Availability of vehicle you inquired about
  - Pricing (what if I have something less expensive for you?)
  - Fresh inventory, if you are open to options
  - Have you considered a lease or a certified pre-owned vehicle as an option?
  - I forgot to inquire about what vehicle you are currently driving, would we have an opportunity to buy that from you?
  - New monthly incentives
  - I'm sorry we haven't been able to connect, would texting be more convenient for you?

### Phone Engagement

- Every call is an opportunity to gather the customer's information and welcome them to your dealership to experience the car in person.
- Remember:
  - Your advertising prompted them to inquire with you in the first place, but a bad phone call experience will motivate them to look elsewhere.
  - Sell them on the features specific to the vehicle. A "no-obligation test drive" is not unique to your dealership.
  - Customers will often purchase a vehicle other than the one they originally inquired about. If that one has sold, offer alternatives.  
**In order to do this, you must know your inventory.**

## Email Engagement

- A catchy subject line is the key to getting your email opened.**
- Example subject lines:
  - Hi [customer name]! Availability on [model] from [dealer]...
  - Pricing information from [salesperson] at [dealer].
  - [customer name], can I interest you in a few different options?
- Relevant content and a call-to-action will encourage a response.**
- Your email content should reflect where the customer has been shopping *prior* to engaging with you, (e.g. your website, an OEM site, Autotrader, etc.)
- Ask yourself:
  - Based on the lead source, is your customer expecting a certain price? (If yes, what price will you provide?)
  - Based on the lead source, are you competing with other dealers in your area? (If so, how will that change your approach?)
  - Does your email feel too long, sound irrelevant, or look like a ransom note? (If yes, don't send it.)
  - Does your email contain a question? (If not, add one.)
- Emails should be about five sentences or shorter and include at least one question. **That question should not be "when can you come in?"** (See list of example questions on the following page for inspiration.)

## Text Engagement

- Take into consideration your state's guidelines on texting.**
- Your text should be relevant to the customer's request and prompt a response with a question.

## High-Funnel Questions

- Shopping on our site helps you find a vehicle at a really competitive price. Are you thinking of taking advantage of this month's incentives or are you a couple months away from buying?
- If you don't have to buy today, I can check to see what we'll have coming in soon. Should I go a head and do that for you?
- Should I check on the current finance specials for you? Are you thinking of buying this month?

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## Pricing Questions

- Do you know if you're leaning towards financing or leasing?
- Did you find the price that I provided to be competitive?
- Based on the pricing that I provided, would you say that this one is on your short list?
- If you could get a new one for the right payment would you consider that instead?

## Options

- Is this one still your favorite or are you open to some other options?
- Are you only interested in a new vehicle or would you perhaps consider buying pre-owned?
- Can I take a moment of your time to give you some of the benefits of certified pre-owned vehicles as an option?

## Communication Methods

- Would a call after [time] work better?
- Is texting a more convenient option for you?
- Have you had a chance to experience the vehicle in person yet?
- I've pulled the history report on that one, do you have a moment for a quick call to review it together?
- I'll check with the sales manager right now. What number should I call when I have the [pricing, availability, etc.] info all together?

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## Questions?

Contact your Performance Manager for more information on how you can improve your customer engagement.