



INTERNET LEADS

Close the Internet Leads You Have

- How many leads did you go through in the last year? Last Month? Last Week?
- What did they cost you?
- How much money did you spend on advertising & marketing to get them?
- How much time was spent finding them, chasing them, qualifying them?
- What happens to the leads that don't buy now?

Close the Leads You Have!

Nurture Relationships and Close More Sales through Touch Marketing.

Tired of spending thousands of dollars and hours upon hours acquiring and then sifting through leads to find only a small few that turn into clients?

Ready to grow your business without pouring money down the same old leaking funnel?

Traditional prospecting methods are extremely inefficient.

We all know what cold calling is like. Very few enjoy it and fewer excel at it.

Networking for referrals or attending community functions sometimes work but, are always time consuming and inefficient. Hours spent "dialing for dollars" or "pressing the flesh" on the lot leads to a list of unqualified leads. If you're lucky, each day you talk with 5 or 10 bona-fide prospects, of which 2 or 3 might be truly qualified as an immediate sales opportunity.

No matter how you generate leads – Website Marketing, Third Party Providers, cold calling, Lot Up's advertising... do 1 out of 10 leads turn into a sale, 1 out of 20, 1 out of 100?

For every sale you make, there are 9, 19, or 99 leads that you didn't close. Each of these cost exactly the same in time and money as the ones you closed.

What happens to the leads you don't close?

What are they worth? What did you spend to find them?

Normally, leads are managed by a sales person. The ones that turn cold may stay in the sales person's card file, Outlook contacts, personal email, database, etc. but, how can your business market to them? How many just end up in the trash?

The fact that they started out as leads means they probably fit the general profile of a buyer of your products or services. Most often now is just not the time for them, or they are just beginning the buying process.

Over the course of time most will eventually go looking for an automotive product or service like yours. You've got their name and contact info. You've probably even had some contact with them.

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~~CONTRACTS~~

~~HASSLES~~

~~SERVERS~~

Imagine the Possibilities

If you close 1 out of 10 leads, then there are 9 leads that have at least an initial interest in your products and services and have been "touched" by your company at least once. You can effectively increase the number of leads in your "funnel" by 90%.

A simple "Touch Marketing" campaign can educate the prospect about your company and the strengths of your products and services as compared with your competition.

No Wonder You're not Touch Marketing Already!

We've all been through the nightmare of putting together the Christmas card list at the end of the year. Ouch! It's tremendously time consuming and frustrating. If you've got to gather leads for marketing purposes from each sales rep and several different marketing lists, some on paper and others in various electronic formats, you can't afford to or Touch Market! Not yet...

If these leads are not being kept in a central repository so that they can be farmed, you are throwing away thousands of dollars, days and days of effort and an almost risk free opportunity to significantly increase your sales.

Creating one place that all leads are stored, in the same format, with some minimal information that allows you to sort them into segments for targeting with specific offers is the key. Best of all, its not going to distract you for months or cost thousands of dollars.

Once its all in one place, pulling together a list gets much easier and you'll find yourself dreaming up all sorts of ingenious offers to make.

Action Plan to Get Started

Ready to turn dead leads into cash? Here's a simple Action Plan to get the process in place:

1. Create a central repository of leads – if you just start with an excel sheet, it's better than none at all.
2. Train your staff on the importance of these leads to your business and how to ensure all leads end up in your sheet, database, etc.
3. Make a list of the 4 or 5 emotional reasons that customers buy from you. What is keeping them up at night?
4. Create marketing pieces (emails, letters, post cards, etc.) that address each of these reasons
5. Create a schedule for sending these pieces out
6. Get started!

So sure, sounds like it would work but, who's got time to put all these leads into a database, manage it and spend time sending out marketing messages?

Skeptical?

Do you doubt that your sales team will consistently input new leads?

Good news! Sales reps understand marketing! They know marketing generates opportunities for them to make sales. If your sales team knows that their prospects will be marketed to, they'll take the time to input the information!

Still wondering? Try calculating the potential value of marketing to your leads using the formula below:

____ leads you collect every month x ____ amount of avg. sale x 5% = \$ ____ monthly increase in sales \

What if it was a simple as typing the names into an online database and choosing the appropriate campaign?

With the many online, hosted options available today, your marketing campaign can be tracked in detail. And, if you choose a solution with good Marketing Automation features, much of the work will be done for you. You'll know which messages generate the most responses and closes. This will allow you to increase the effectiveness of your campaigns and identify which leads are most valuable. Focusing your marketing dollars and lead generation efforts on the most effective venues, media and messages will increase sales without increasing costs!

ABOUT MOTOSNAP POWERED BY VINSOLUTIONS.COM

MotoSnap provides a “No Contract” Web Based CRM, Internet Lead, Website, Centralized BDC and Inventory Management Solution to retail Automotive Dealerships nationally. MotoSnap also features real time DMS integration with Reynolds and Reynolds , ADP, Arkona as well as most other DMS software packages on the market.

MotoSnap CRM an online hosted, easy to use, No Contract, sales and marketing automation system was designed by people who worked in the “Car Business” for people in the “Car Business” MotoSnap CRM offers enhanced management analytics, sales process automation, Centralized BDC, Website and marketing automation.

MotoSnap ILM automates the Internet Department sales process of capturing, tracking and responding to leads from your web site, Manufacturers and Third Party Lead Providers. MotoSnap ILM is the only technology available that automatically captures the Customers Lead Information and sends them a “VIN Brochure” on the vehicle they inquired about, as well as information on all similar vehicles in your current inventory.

MotoSnap Inventory is a web based, interactive module that allows your dealership to be in control of all your Internet marketing initiatives:

- Manage and advertise online inventory
- Manage photos
- Lead Management
- Dealer Websites
- Print Window Stickers and buyers guides
- ... And much, much more!

MotoSnap Inventory DMS Extraction™ provides seamless integration between your inventory and Internet marketing. MotoSnap DMS Extraction polls your Dealer Management System every night for new and pre-owned Cars / Trucks / Motorcycle inventory changes.

MotoSnap DMS Extraction processes inventory changes on our server to add incoming vehicles and remove sold units from your Internet marketing sites. This eliminates the need for physical monitoring of several sites to meet truth in advertising benchmarks.

VinSolutions Training and Consulting also provides affordable services to assist Automotive clients in sales and marketing process definition, team member training, database customization and marketing campaign implementation.