

29-31
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ICMA

Online Marketplaces Conference
Warsaw, Poland

ICMA
International Classified
MARKETPLACE ASSOCIATION



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*You can not win offline as a
car dealer if you don't win
online!*

Leads from OEM websites or
Online Marketplaces are
“hard” to convert for car
dealers, still.....

TODAY'S CUSTOMER:

- 1 ALWAYS ONLINE, HARD TO REACH
- 2 NO PATIENCE
- 3 GIVES LITTLE INFO
- 4 USES MULTIPLE CHANNELS



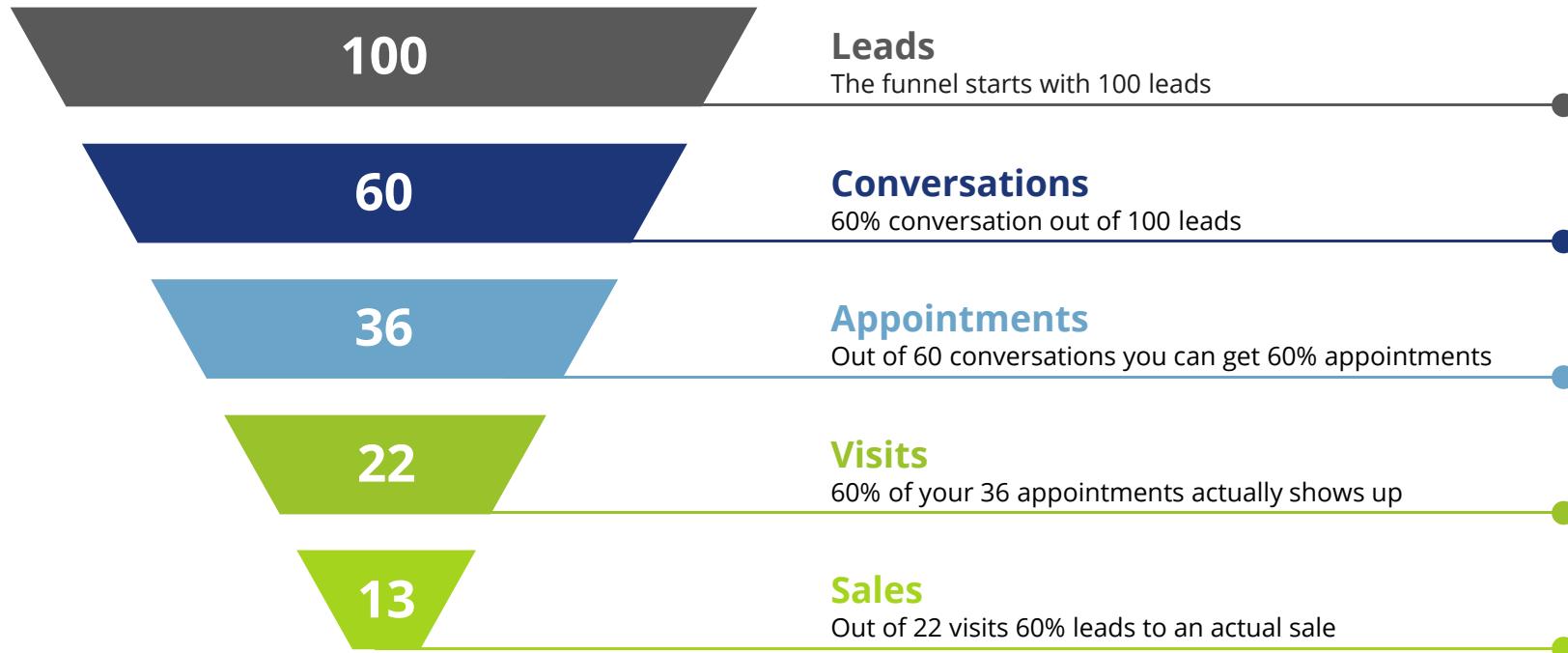
Start:

- 60.000 leads
- Response time 2 hours (actually 8 hours)
- Conversion Rate 8.9% +/- 5400 cars
- 105 dealers, 300 sales people
- Potential 2400 cars more at least

6 steps to 13% sales conversion

Proven success formula to communicate with today's customer

Backed by Calldrip



THE ROAD TO 13% CONVERSION IN 6 STEPS

13%

9%



SALES = MVP

MANUAL

START

MAP

INSPECT WHAT YOU EXPECT

PPR





The lead process manual

1. Phone first, then other communication tools (WhatsApp, SMS, e-mail etc.)
1. Use a well defined process to follow up all leads
2. Thank the customer and ask questions
3. Be sure to create a lead to follow up
4. The goal is to book an appointment. Be clear about this and confirm!
5. Be available



Handboek
Proces Leadopvolging

#DCDW

www.dcdw.nl

geld, zal succesvoller worden en beter zijn voorbereid op het moderne verkopen, dat steeds meer online plaatsvindt.

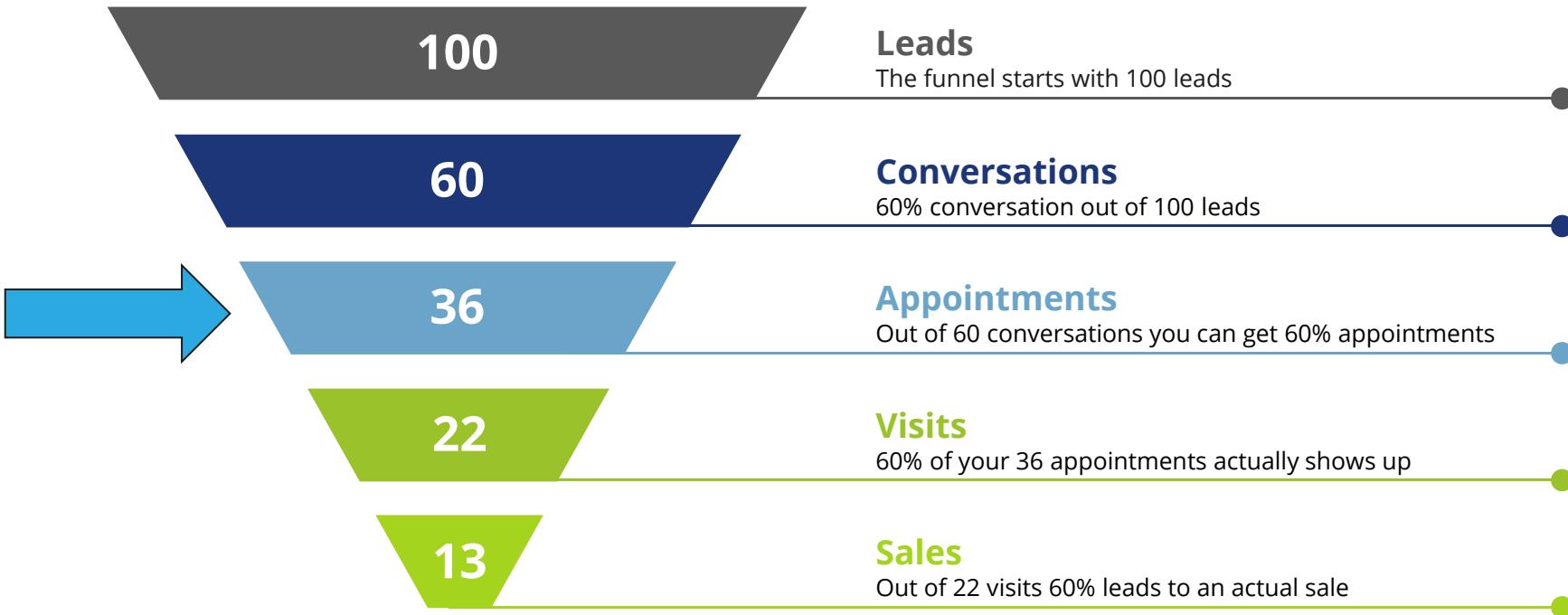
Paul's kennis en ervaring zijn met alleen terug te vinden in de praktijk. De praktische informatie wordt geleverd via workshops, seminars, lessingen en trainingsavonden. Deelnemers kunnen ook individueel en deskundig advies. Daarnaast biedt de #DCDW Academy een mogelijkheid om een speciale opleiding aan autoverkopers op te teilen tot Autoverkoper 2.0.

Your sales advisor is your MVP!

1. If I'm interested in a new car and I visit the showroom, who do I ask for?
2. If I call the dealership, who do I ask for?

Two questions, one and the same answer: your sales advisor is the first point of contact! If I send in a form instead of visiting the showroom, why should it be any different?







INSPECT WHAT YOU EXPECT

Inspect what you expect!

- Which sales advisor accepted the call and is this in line with the LMS/Calldrip?
- Was it a real conversation (opportunity) or a voice message?
- Was the customer pleasantly surprised with the speed of the reaction (WOW)?
- Has an appointment been scheduled?

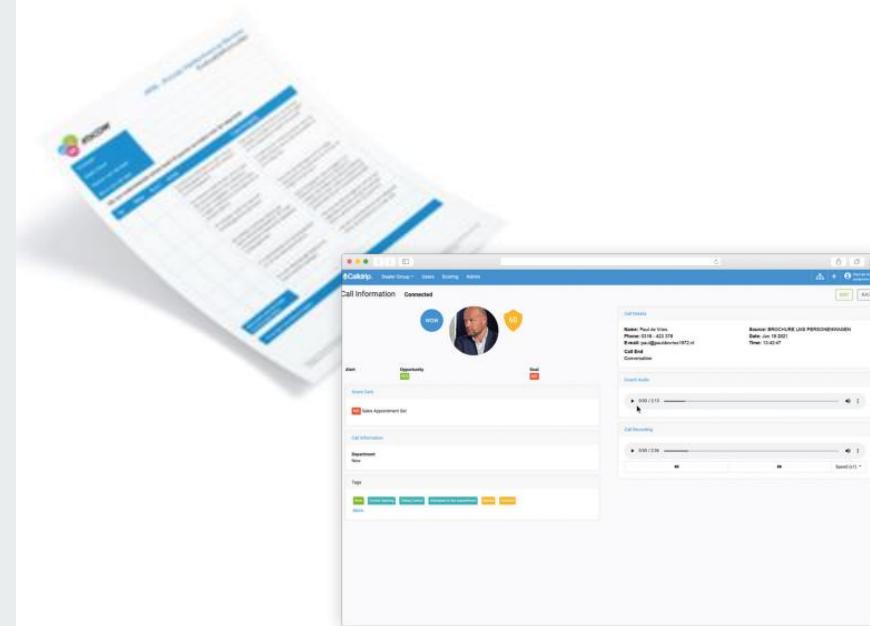


Process Performance Review and coaching!

The last of the six steps to a better lead follow-up is the determination to make dealers and sales better at that one important skill: an efficient follow-up of online opportunities.

Create more dialogues, which leads to more appointments and eventually more sales!

To achieve this we will review the process and coach everyone involved.



Now?

- Still 60.000 leads
- Response time 2 minutes and 30 seconds
- Conversion Rate 17.2%
- Sold + 4.900 cars more on the same number of leads
