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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**





MAP

100

### Leads

The funnel starts with 100 leads

60

### Conversations

60% conversation out of 100 leads

36

### Appointments

Out of 60 conversations you can get 60% appointments

22

### Visits

60% of your 36 appointments actually shows up

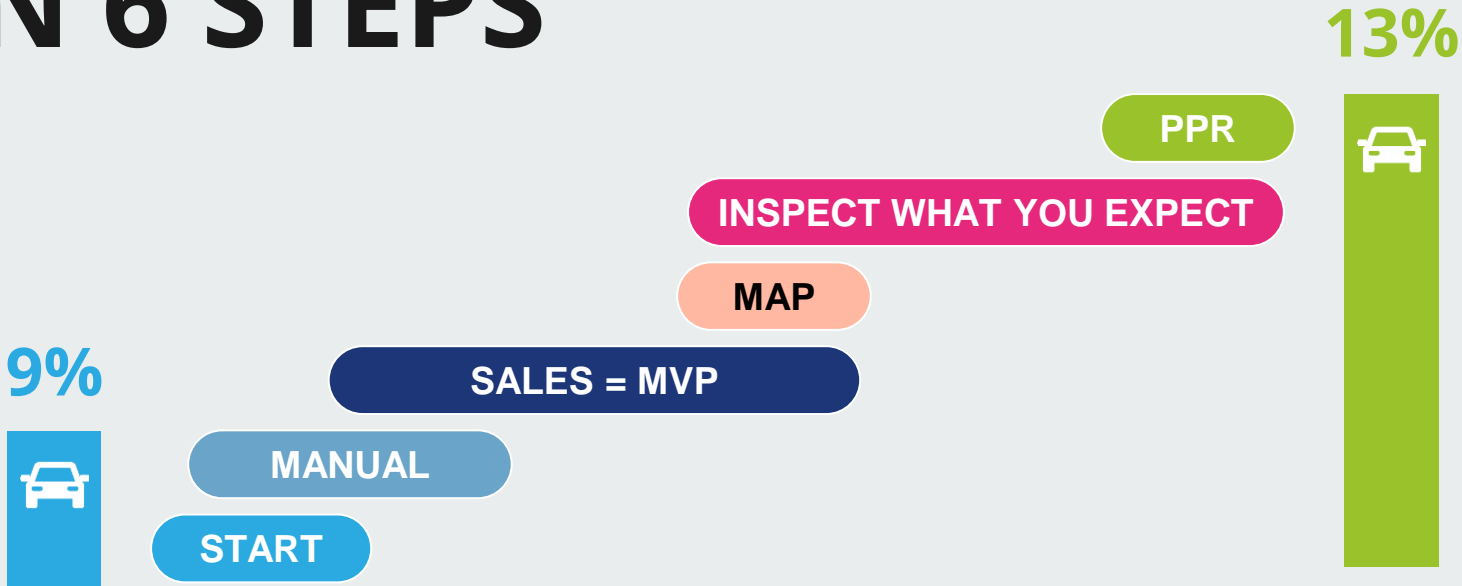
13

### Sales

Out of 22 visits 60% leads to an actual sale



# THE ROAD TO 13% CONVERSION IN 6 STEPS







# 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



MANUAL





# 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?



**SALES = MVP**





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### Sales

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# 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?



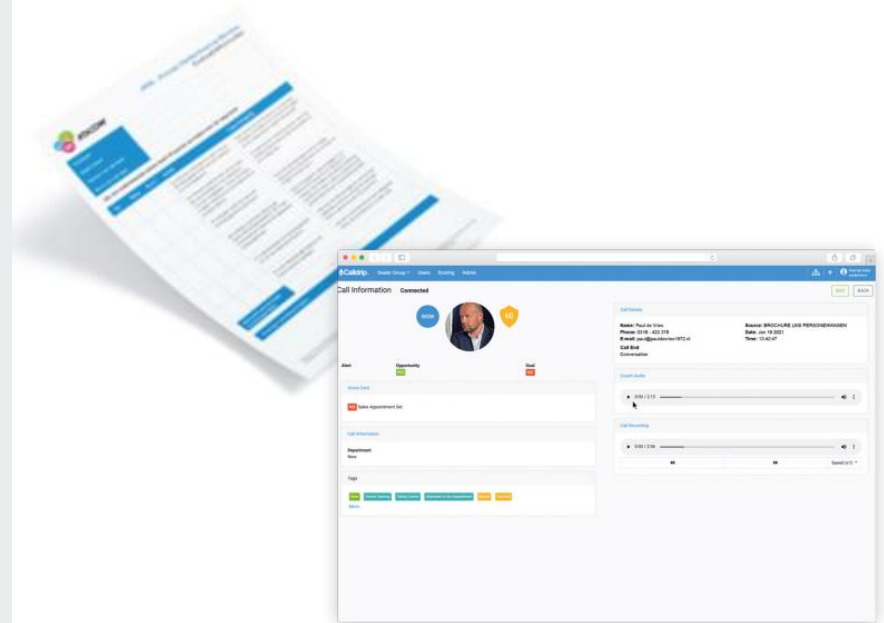
INSPECT WHAT YOU EXPECT





# 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
-