

THE CAR DEALER'S STEP-BY-STEP GUIDE TO GETTING MORE AT-BATS



MAXIMIZE FIRST-PARTY OPPORTUNITIES



First-party opportunities are those you create without much outside assistance & at a relatively low cost-per-acquisition. Prioritize these, as they close at the highest rates & deliver above average gross profit. First-party opportunities can be developed from multiple sources, including your website, your database efforts, networking & social selling.

GROW LEGITIMATE WEBSITE TRAFFIC



The key point in this step is “legitimate” traffic. With the amount fraud that occurs in SEO, SEM & email marketing, it’s more important to find a trustworthy provider on your own than it is to trust that someone else did the research. Do your homework, ask questions & measure how many at-bats a vendor drove last month before ever paying for next month.

PRICE YOUR VEHICLES “TO MARKET”



“Call for Price” means “Highest Price” to today’s buyers, & it ensures you not only reduce your walk-in traffic, but also your leads & calls. If you want to drive more at-bats in the form of calls, leads and (especially) walk-in traffic, price your vehicles (both new and used) close to the expected selling price. Then, be prepared to defend that price.

LEVERAGE MEASURABLY-EFFECTIVE THIRD-PARTY LEAD AND SALES DRIVERS



By leveraging everything from Craigslist to Autoweb to Facebook, dealers with good processes in place enjoy measurable success with third parties. When you’re ready to admit that trying to do it all yourself is too costly & highly ineffective, explore how cost-effective today’s third parties can be at driving more at-bats.

LEVERAGE MARGINALLY-MEASURABLE DIGITAL MARKETING



Marketing that cannot be tracked to the sale is not inherently bad; but it also shouldn’t gobble up the bulk of your budget. Once you’ve maximized opportunities with the measurable sources available, explore ways to drive more at-bats through branding & by using tools like photo overlays & actual new car photos.

FIND THE NEXT GEM AMONG THE SHINY OBJECTS



Investigating & considering the “next big thing” is prudent for dealers with solid sales processes in place; though, only after they’ve maximized the other opportunities to increase their team’s at-bats. Plus, any shiny object you add to your mix must be held accountable to the claims made by the vendor.