

Communication: Time Frame and Steps

1. First seven days
 - a. In the first 7 days you should try and make contact a minimum of 5 times.
 - i. Email
 - ii. Call (Leave message of what your follow up plan is)
 - iii. Text (Send permission text)
2. 1st email- Typically it is either vin# specific or non vin specific email that is to be sent.
 - a. If the customer has not inquired on a specific type of car send a range of options, if the customer has not sent in a request for a specific package send a range of options.
 - i. (When sending a range of options odd numbers are best 3-5)
3. 2nd email- This email is a way try and commit the customer to either a vehicle or a time to come in.
 - a. Ask for a test drive or an "Information Day"
 - b. What is the best way to communicate with them?
 - i. If they haven't opened the first email continue as planned.
4. 3rd email- Options start to arise here.
 - a. If they have inquired on a new vehicle you can send the available specials.
 - b. If they have inquired on a used vehicle or a specific vehicle send a "Weekend Special" with pricing and payment information on the specific vehicle.
 - c. If they have inquired on a non-specific used vehicle send similar vehicles or a new special on a comparable vehicle.

5. 4th email- If they haven't opened anything yet or had 0 communication its time to get creative.
 - a. For new vehicle inquires both specific and non-specific send them certified and non-certified options that might get them excited their interest based on price.
 - b. For used vehicle inquires send a variety of comparable vehicles
6. 5th email- When in doubt update on specials.
 - a. For a new vehicle inquiry, you can now send a comparable special.
 - i. Example Tacoma-Tundra Highlander-Rav4 Camry-Corolla
 - b. For a used vehicle inquiry, send some comparable new vehicle specials.
7. After the First week.
 - a. Once the first week of communication is done you should start moving your contacts out a couple days at a time. For the new 1-4 weeks an email once or twice per week is sufficient.
 - i. Emails can include updated inventory
 - ii. New specials and incentives that have come out.
 - iii. Comparable vehicle options
 - iv. Customer appreciation events
 - v. Holiday specials
 - b. After 30 days customer contacts can range from once per week to 2-3 weeks between communications.
 - i. Look back at emails they have opened and the original inquiry for clues on how to get their attention.

8. Closing the lead.

a. Ghosting- customer has not communicated or opened emails in 20-45 days

i. Ask if they are still in the market

1. If they say yes, then are continue to send inventory and specials.

2. If they don't respond 2-3 weeks move on with your life.