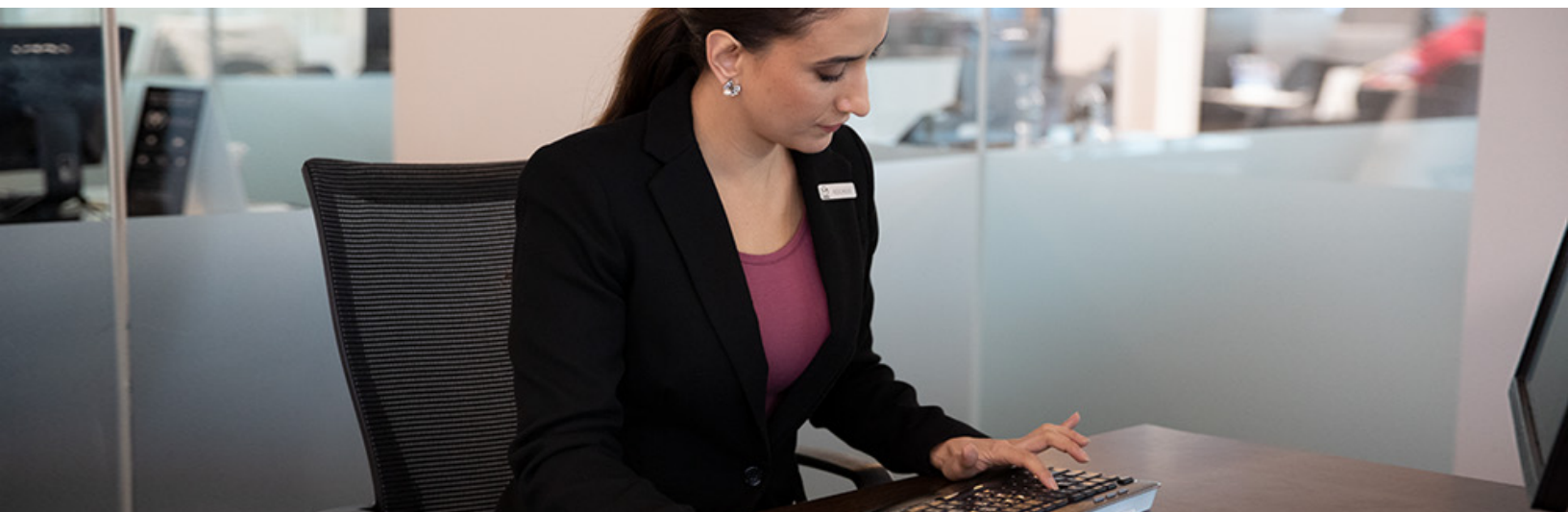




LEAD MANAGEMENT

WORKABLE TEMPLATES



CUSTOMER CENTRIC APPROACH

The goal with every internet lead response is to deliver a Quality First Response (QFR) within 30-minutes or less. As a sales team, work together to pre-build a series of customized templates, one for each lead source. Put yourself in the customer's shoes and consider these important questions:

WHY BUY FROM MAZDA?

WHY BUY FROM YOUR DEALERSHIP?

WHY BUY FROM YOU?

Also, make an effort to communicate visually – include photos of vehicles or your dealership whenever possible. Research shows that customers are much more likely to engage with email messages that feature photo and/or video content.



HERE ARE FIVE THINGS TO AVOID IN YOUR INITIAL RESPONSE:

1. Different fonts, font sizes and obvious cut-and-paste content
2. Using the word *“Dear”* in your email greeting
3. Template-like, impersonal email headers
4. Messages with a different name than what's in the email signature (SPAM trigger)
5. Using the phrase, *“Let me know”* instead of offering a next step

Below are three samples of **Workable Templates** that were covered in the Advanced lead Management WBT course; but please keep in mind, these are simply guides – please take the time to build your own versions – and customize each one as needed to showcase your dealership, and yourself.



✉ New message

To Customer@gmail.com

Subject PERSONALIZE/CUSTOMIZE Hello John, how would a red CX-30 work for you?

Hi [CUSTOMER FIRST NAME],

Thank you for choosing [DEALERSHIP] for your request on a new [VEHICLE YEAR] [VEHICLE MAKE] [VEHICLE MODEL]!

CHECK FOR INCENTIVES

I see that you were interested in taking advantage of the current **INSERT SPECIAL** (lease, finance, or cash back) **FROM NOTES HERE**. Great Choice! We currently have a great selection of [VEHICLE MODEL] available to choose from.

ANSWER ANY CUSTOMER QUESTIONS HERE.

Have you had a chance to drive [VEHICLE YEAR] [VEHICLE MAKE] [VEHICLE MODEL] yet? We would love to offer you a no obligation test drive and vehicle demonstration. I have two VIP appointment times available today **at X: XX and X: XX**, which works better for you?

Also, for your reference here's a link back to the vehicle you selected:

- Link to VDP

Thank you, [Customer First Name]

Insert Digital Signature:



SEND



✉ New message

To Customer@gmail.com

Subject

Hi [CUSTOMER FIRST NAME],

Thank you for choosing [DEALERSHIP] for your request on a new [VEHICLE YEAR] [VEHICLE MAKE] [VEHICLE MODEL]! I see that you have taken the time to custom build your new [VEHICLE MODEL]. Great choice!

- ADDRESS CUSTOMER COMMENTS AND QUESTIONS
- VERIFY TRIM AND SPECIFIC OPTIONS HERE
- IF IN STOCK - SHARE AVAILABILITY AND VEHICLE DETAILS

IF NOT IN STOCK:

Are you tied to the red CX-30 or would you consider a blue model?

Have you had a chance to drive [VEHICLE YEAR] [VEHICLE MAKE] [VEHICLE MODEL] yet? We would love to offer you a no obligation test drive. I have two VIP appointment times available today at X: XX and X: XX, which works better for you?

Also, for your reference here's a link back to the vehicle you selected:

- Link to VDP

Thank you, [Customer First Name]

Insert Digital Signature:



SEND



✉ New message

To Customer@gmail.com

Subject

Hi [CUSTOMER FIRST NAME],

Thank you for your interest in the Mazda [VEHICLE MODEL].

I received your vehicle information request from our digital retailing partner. The [VEHICLE MODEL] comes in many different options and configurations, so I would like to ask a couple of clarifying questions.

- Would you prefer a light or dark color?
- Do you have any 'must have' features such as leather or navigation?
- Do you have a specific monthly payment budget?

In the meantime, here is a [VEHICLE MODEL] I currently have available: (Insert vehicle e-brochure for least expensive available grade) the great news is that Mazda is currently offering **X.X% APR** for up to **xx** months or special lease payments as low as **\$XXX** for qualified customers.

Once we narrow it down to the **top 3 XXXX models** that match your interest, I have appointments available for you to drive them at (insert two specific times). If you have any questions, you can call, email or text using my contact information below. I look forward to hearing from you [CUSTOMER FIRST NAME].

Thank you, [Customer First Name]

Insert Digital Signature:



SEND