



IT TAKES (SOME) MONEY TO MAKE MONEY

WE NEED TO TAKE A STEP BACK INTO YESTERDAY WHEN WE OFFERED OUR CLIENTS EXPERIENCES- THAT THEY CANNOT GET ONLINE!

It appears that dealers have ceased creative marketing events and rely on their brand, their reputation, repeat clients and OEM marketing for sales. If this is your strategy, then you are surely heading down the road to nowhere.

Firstly, loyalty is what you get from your dog- not from your clients. When people are looking at making a purchase, they consider Quality, Design, Performance and Service before they consider Brand. Very few clients return to the same dealer for their second purchase, most clients consider their needs and then decide where to from there. The only generation that still shows loyalty is the baby boomers, or as we call it the "dying breed". Hint-hint!

Secondly, there is a huge online marketing effort by the OEM's which is great for awareness. With online marketing you are reminding your potential clients that you are still around- and that is about the purpose it serves: "Hey, remember me!" Very few online messages get the feet in the door, it leads to people doing online research into your products and if it meets their needs, they might visit your dealer or submit an online request for more detail.

How do you sell cars then? The answer lies in the cheeks, the butt-cheeks!! I am still a firm believer that butts in seats is what sells cars. It is the dealer's responsibility to take that online request for information and work the lead: provide great service, educate your client about your value-quality-design proposition and get the butt in the seat to sell the car.

Weak efforts like bulk sms' reading "Come check out the new model at our dealer!" will deliver very little results. I do not need to visit your dealer to see the car, all the seeing I need to do is available online. In fact, I can get more information online than I get from the dealer. You need to take a step back into yesterday when you offered your clients experiences- **THAT** they cannot get online! If I am invited to come and experience a product I am coming to do something, which is much more intriguing than kicking a tyre.

In conclusion, as a dealer you will need to apply your creative spirit, spend a bit of money on setting the scene, get your client's butt-cheeks onto your seats, and ultimately sell some cars! This does not need to break the bank- you can set up a mini-drive challenge in your parking lot, a fit-the-balls challenge in conjunction with a local school event- with balls getting donated to the winner's charity of choice. There are many cost effective, fun ways to get our clients into our cars and we need to go back to these initiatives if we are going to make it!