



**“Winning the Internet Sales Game”
for Vehicle Dealerships**

Salesperson, Inc.

9312 Columbia • Redford, MI 48239
(800) 453-2787 • www.inetselling.com

“Winning the Internet Sales Game” for Vehicle Dealerships

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Manufactured in the United States of America

Disclaimer

This program is written in the masculine gender for ease of writing. Salesperson, Inc. has absolutely no bias to age or sex, and believes that any person who applies himself to the study and practice of internet sales can and should be successful.

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Business Planning Survey

General

• How long have you been doing internet sales? _____

• Why do you have an internet department?

• Why don't you have an internet department?

• How many salespeople do you have in your internet department? _____

• How many leads do you get from your website? _____

• How many leads do you get from lead providers? _____

• What is your average sales per month? _____

• What is your internet department appointment closing ratio? _____

• What is your internet department sales closing ratio? _____

• What is your front-end profit average? _____

• What is your back-end profit average? _____

• What did you envision your internet department doing for your dealership?

• What was your philosophy for running your internet department?

• Where would you like your internet department to go from here?

Business Planning and Tracking

• Does your internet department have a written business plan? Yes No Don't Know

• Are sales and profit goals attached to your business plan? Yes No Don't Know

• Is your business plan reviewed occasionally? Yes No Don't Know

• Was management involved in creating the business plan? Yes No Don't Know

• Do you feel you run your internet department like a business? Yes No Don't Know

• Is your internet department a separate entity from the sales department? Yes No Don't Know

Business Planning Survey

Internet Staff

- How many people do you have in your internet department? _____
 - Did you hire your staff specifically for internet? Yes No Don't Know
 - What qualities did you look for in hiring an internet staff?
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- Did your internet staff get specific internet training? Yes No Don't Know
- Does your internet staff meet daily to discuss current business? Yes No Don't Know
- Does your internet department write weekly reports? Yes No Don't Know
- Do your internet salespeople have excellent phone skills? Yes No Don't Know
- Do you pass out leads to the salespeople? Yes No Don't Know
- Do you monitor the leads you pass out to the salespeople? Yes No Don't Know

Website

- Is your website informational or selling? Yes No Don't Know
- Is your website optimized for search engines? Yes No Don't Know
- Is your website easy to navigate? Yes No Don't Know
- Do you monitor your traffic daily? Yes No Don't Know
- Do you know what keywords your visitors use? Yes No Don't Know
- Is your web address on all printed materials? Yes No Don't Know
- Do you advertise your web address in the newspaper? Yes No Don't Know
- Do you advertise your web address on licence frames? Yes No Don't Know
- Does your receptionist know your web address? Yes No Don't Know
- Do you have Flash or music on your website? Yes No Don't Know
- Do you use frames on your website? Yes No Don't Know
- Do you offer specials on your website? Yes No Don't Know
- Do you have a credit app on your website? Yes No Don't Know
- Do you give prices and rebates on your website? Yes No Don't Know
- Do you give prices over the phone? Yes No Don't Know

Business Planning Survey

Emails, Autoresponders and Templates

- Do you have email templates created for all sales situations? Yes No Don't Know
- Does your prospect receive an autoresponder email? Yes No Don't Know
- How many emails do you send to each prospect? _____
- Do you send email to every prospect? Yes No Don't Know
- Do you have a follow-up schedule to send emails? Yes No Don't Know
- Can you briefly explain your follow-up system? Yes No Don't Know

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- Do all salespeople have their own email addresses? Yes No Don't Know
 - Does your receptionist know all the email addresses? Yes No Don't Know
 - Do you have all email addresses on your website? Yes No Don't Know

Service and Parts

- Have your service and parts managers showed interest in the internet? Yes No Don't Know
- Do you put service and parts specials on the internet? Yes No Don't Know
- Do you have e-commerce capabilities to purchase parts online? Yes No Don't Know
- Can customers schedule service appointments on your website? Yes No Don't Know
- Are your service and parts departments involved in planning sessions? Yes No Don't Know

Marketing

- Do you have a branded slogan for your internet website? Yes No Don't Know
- Do you do direct email marketing? Yes No Don't Know
- Do you create a monthly email newsletter? Yes No Don't Know

Technology

- Do you have a dedicated phone line for the internet department? Yes No Don't Know
- Does each salesperson have his/her own computer? Yes No Don't Know
- Do you have high-speed internet access? Yes No Don't Know
- Do your internet salespeople have text messaging cell phones? Yes No Don't Know

Business Planning Agenda

Now that you've finished taking the survey, create a list of things you'll need to concentrate on in each area. Make copies of this sheet and distribute it to your internet developing staff.

General

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Business Planning and Tracking

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Internet Staff

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Business Planning Agenda

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Web Site

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Emails, Autoresponders and Templates

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Service and Parts

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Business Planning Agenda

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Marketing

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Technology

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Other

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