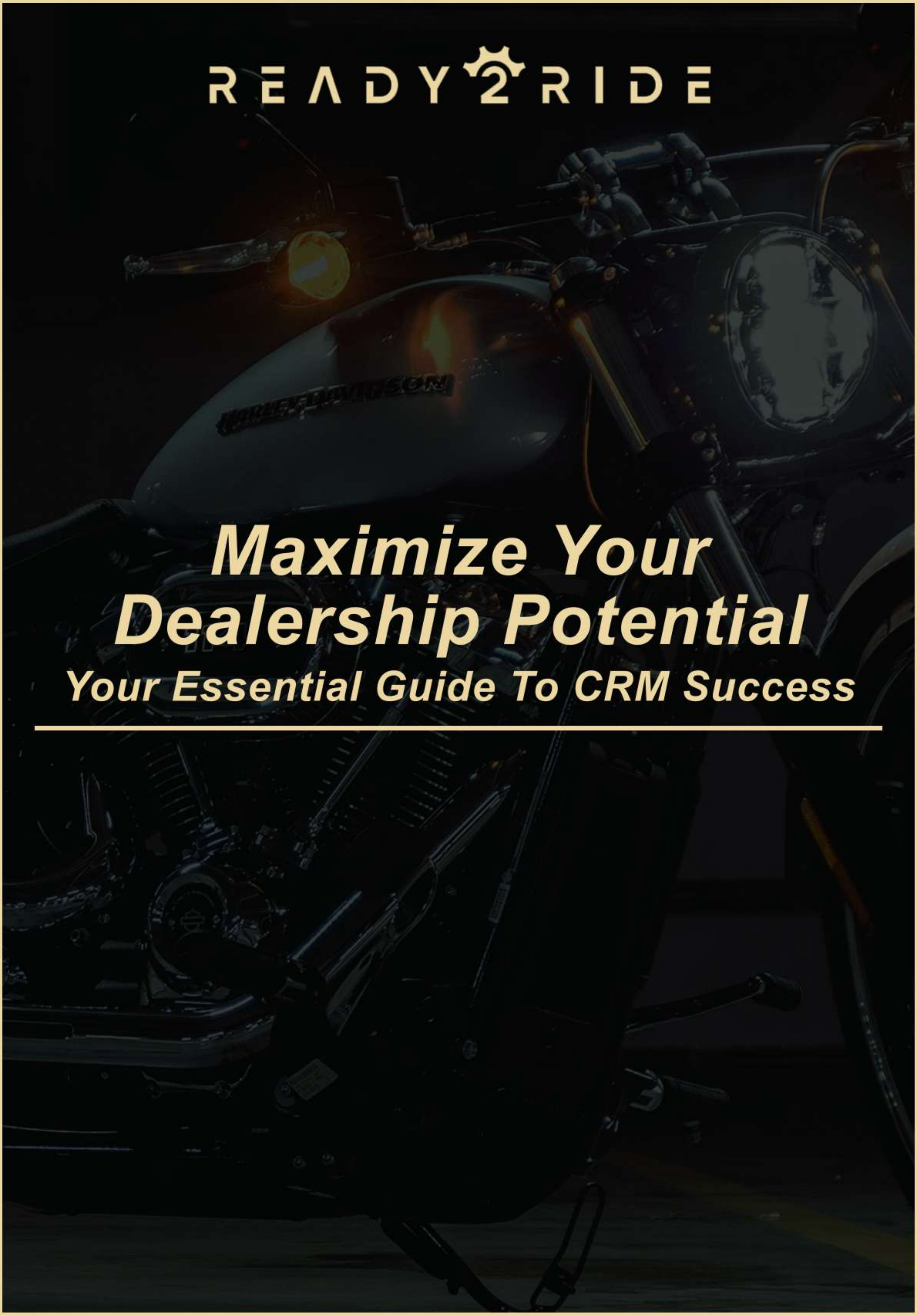

READY2RIDE

Maximize Your Dealership Potential

Your Essential Guide To CRM Success

Mastering CRM Strategies with Ready2Ride: Important Tips to Boost Sales!

In this eBook, we delve into the essential strategies of customer relationship management (CRM) specifically tailored for the powersports industry. Whether you're a seasoned professional or new to the game, this eBook is your roadmap to maximizing sales and enhancing customer satisfaction. Get ready to unlock the potential of your powersports business with expert insights and actionable tips from Ready2Ride!

Improve Customer Follow-Up for Increased Sales

When your team isn't effectively following up with potential customers, you're missing out on valuable opportunities. National Powersports dealerships have demonstrated that those excelling in customer follow-ups consistently achieve higher closing ratios and increased monthly unit sales compared to the national average. Dealerships lacking in follow-up efforts typically see a closing ratio ranging from 1% to 6%, whereas those prioritizing follow-ups boast a 13% to 20% closing ratio. These prospective customers, often labeled as lookers, tire-kickers, or simply "just thinking about it," can convert into sales with the right approach. Consistent follow-ups can lead to an average increase of three to seven units sold per month.

Important tips to ensure your team follows up effectively

Educate Your Team

Share the Powersports industry research findings that reveal customers who don't buy on their first visit are likely to make a purchase eventually, and they tend to return to the dealership that took the time to follow up.

Lead Distribution

Provide your sales staff with printed leads from the previous day in the morning, encouraging them to follow up promptly. Additionally, check your CRM system for outbound call records to ensure they are making the necessary follow-up calls.

Utilize CRM Tools

Train your staff to use the CRM's sales planner to schedule callbacks and meetings for the day. This tool helps you track follow-ups and identify overdue tasks. Arrange one-on-one training with a CRM specialist if needed.

Call Back Basket

Implement a "call back basket" on your desk. Have your salespeople print updated lead information after making a follow-up call and place it in the basket at the end of the day. If the basket remains empty, it's a sign that follow-ups are not happening.

Mandatory Follow-Ups

Configure your CRM to enforce mandatory follow-up calls, known as "Big Brother." These reminders will appear on individual sales planners, streamlining the follow-up process and allowing you to monitor it closely.

Commission Policy

Explain to your sales team that if a previous customer returns to the dealership and buys from a different salesperson within the projected time frame, the original salesperson will not receive a split commission unless a follow-up record exists in the CRM's customer history.

Important tips to ensure your team follows up effectively

Incentives & Consequences

Hold a meeting with your sales staff and inform them that failure to follow up will result in reduced monthly commissions. Mention that the cost of hiring a call center for next-day follow-ups will be deducted from their earnings.

Follow-Up Timing

Establish three designated times for follow-up calls during the day

1. 9:00 a.m.: Morning callbacks (leave voicemails if necessary).
2. Lunchtime: A good time for quick conversations.
3. After 5:00 p.m.: Increases the likelihood of reaching the customer.

Effective Follow-Up Call

Provide guidance on making successful follow-up calls:

· Begin by thanking the customer for visiting the dealership.

· Offer new information or address their previous questions/concerns.

· Personalize your message and propose a reason for them to return.

Sample Follow-Up Messages - Voice Mail

"Hi, this is Tom from XYZ dealership. We discussed the bike yesterday, and I have some new information for you. I'll try back this afternoon. In the mean time, feel free to call me at 851-911-2691."

Sample Follow-Up Messages - Direct Conversation

"Hi, this is Tom calling from XYZ dealership. I wanted to express my gratitude for visiting us to inquire about the bike. I've got some exciting updates on your questions. Is there a convenient time for you to drop by again to check it out? We can also arrange a personalized setup for your visit."

Effective follow-up is crucial in the powersports industry, driving sales and customer satisfaction. By employing the strategies outlined, including team education and CRM tool utilization, every lead can be optimized. Consistent follow-up not only boosts closing ratios but also cultivates long-term success. With these insights, your dealership can thrive in the competitive market, ensuring accelerated growth and customer loyalty. So, prioritize follow-up, maximize sales potential, and propel your dealership towards continued success in powersports.

For any queries please mail us at
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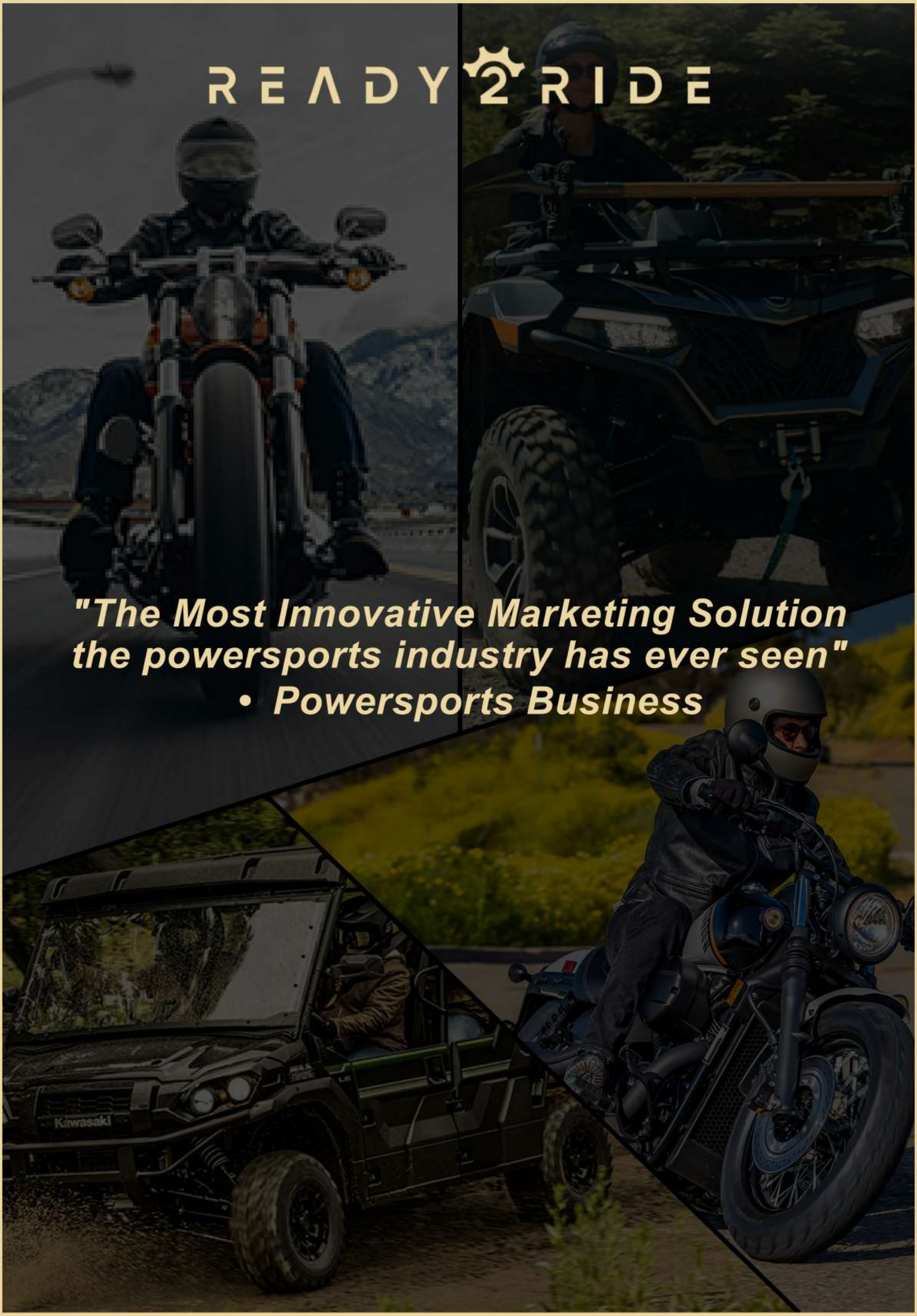
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