

14 DAY QUICK START

TRAINING GUIDE

Introduction

Congratulations! You are a smart, smart person. Here's why:

You are holding in your hands evidence of a great decision: your decision to Sell More Cars®. This is a very good thing.

In these pages, you'll find the strategies we have developed over more than 30 years providing Automotive Special Finance education and leads to some of the most successful dealers in the country. These strategies have been tested, modified, revised, and fine-tuned. They are proven to increase sales.

Once you implement them, the only question you'll be asking is, "Why didn't I do this sooner?"

First, we'll tell you what you need to be successful, in terms of inventory, people, and lenders.

Next, we'll explain the simple formula for working leads that, when used consistently and correctly, ***will absolutely lead to more deliveries.***

We'll also go over the lead follow-up process, including when to call or text, what to say, and what to do when you don't get an answer.

Finally, we have the Top Ten Tips for turning your lead into an appointment. And we all know, **more appointments = more sales.**

So thanks again for letting InterActive Financial Marketing Group become a partner in your success!

About Us



We're car people. Our roots in the auto industry can be traced as far back as the 1950's when the founding family opened their first dealership. In 1989, we pioneered Special Finance Lead Generation with 1-800-CARLOAN®, the first highly memorable 800 vanity number in the auto industry.

In the last 30+ years, we have become the top-rated Special Finance Lead Generation company for automobile dealerships in the U.S. We've done this by offering the opportunity for dealers to become partners in our innovative lead generation programs.

It's a simple and effective strategy. We combine our programs with the best-known brands in the industry, like CarLoan.com, AutoLoan.com, and more. The result is high-quality leads and a process that generates the industry's highest return on investment.

Triangle of Success

Do you have what you need?

This is what the **TOP 20% of Special Finance Departments** in the country have in common:

Vehicle Inventory

- In the **\$10,000 - \$20,000** retail range
- That are minimum **\$1,000** under NADA trade value
- With a **\$3,000 - \$4,000** profit potential

Remember: 80% of deals are funded at \$400/mo. or less

Financing Resources

Lenders who will finance **buyers** with varying credit:

- **Near Prime**
- **Subprime**
- **Deep Subprime**

Lead Follow-up Process

- Contact each lead within 10 minutes
- Stay front-of-mind with emails, text messages, and calls daily
- Make several attempts to contact each lead to set an appointment

The Science Behind the Sale

Keep it simple.

It's not rocket science.
Just a simple formula to **SELL MORE CARS®**.



LEADS

10

Leads contacted
within 10 minutes

7

Successful contacts

5

Appointments set

3

Customers in the door

1

Delivery!

The 1-2-3 Punch

How to score your knockout:



No Such Thing As Too Much Follow-Up!

Have a dedicated person follow-up with leads and **set appointments**. No car experience required. Most importantly, **no pre-screening**.



Send Personal Emails & Text Messages

Use email and text to stay in front of your leads. Thank them for their application, invite them to make an appointment, remind them of their appointment. Do everything possible to remain on their minds. And be personal!



ALWAYS ask for the appointment!

Priority #1 should be getting them into the store, so **ALWAYS** ask for the appointment, whether on the phone, in an email or by text. We have more tips on the best ways to ask and overcoming objections in our section on phone scripts.



Put Yourself in Your Customer's Shoes

What happens when they apply?

As soon as the customer submits an application:

- They get an email and text message from Carloan.com thanking them for their application and telling them to expect to hear from their Local Loan Advisor.
- The customer appears real-time in your DOLLAR system with contact info and details; then you get a notification via text or email of your new lead.
- The customer is anxious to hear from a real person as soon as possible about their application.

Time is crucial:

- If the customer doesn't hear from someone in a timely manner, they assume they weren't approved. As a result, they apply elsewhere. Suddenly, you have competition.
- Typically, the first dealership to contact them earns their business. Calling immediately greatly increases your chances of making the sale.
- Don't be afraid to follow-up multiple times! It can take several attempts to contact your lead before actually speaking with them.
- Remember to identify yourself as their Carloan.com Local Loan Advisor. This keeps you brand neutral, which can help get someone into your store who might be looking for a specific model.



Remember: A subprime customer often expects to be disappointed in the car buying process. Responding quickly and getting them into a car can win you a customer for life!

Your Call Script

You can't close a sale over the phone, but you can lose one.

**There are lots of wrong ways to do the appointment-setting call.
We're giving you the script for the right one:**

"Hi, **[Customer First Name]**. I don't want to take too much of your time. This is **[your name]**, I am your Local Loan Advisor with Carloan.com. I received your online application for auto financing and wanted to talk with you briefly to discuss some of your options. Do you have a moment?" *(wait for response)*



If Yes...

"Great! I have several dedicated lenders that are committed to helping people in all types of credit situations. What we need to do now is find the best time for you to come down to find the lender that best fits your needs. Does this afternoon or this evening work best for you?"

If No...

"When would be a better time to talk about your application so we can work on getting you driving?"

Get a specific date & time, and put it in your follow up tasks in DOLLAR™. **(end call)**



If today works...

Go to Page 8

If Neither...

"Which day works best for you?" *(wait for response)*

Go to Page 8

Your Call Script

Setting the appointment:

"Looking at my appointment schedule I do have a **[time]** or a **[time]** available."
(wait for customer to tell you which time works for them)



"There are a few things for you to bring with you to help speed up the process when you get here. Do you have a pen handy? I'll wait."
(wait until they tell you they are ready)



"Okay. Once again my name is **[your name]** and my telephone number is **[your phone #]**. Your appointment has been set for **[day and date]** at **[time]**. You will receive an email and text message confirmation in just a few moments. Please bring your drivers license, a recent pay stub and a bill with your name and address on it. This will make it easier to talk to my lenders on your behalf. We are located at **[your address]** right next to **[nearby landmark or other business]**. If for any reason I am running late I will give you the courtesy of a call. My best contact number is **[your phone #]** and the best number to reach you is?"
(wait for response)



"Thanks for letting me help you. I look forward to speaking to you at **[appointment time and date]**.
(End call)

But... but... but...

Handling objections:

Not every person is going to drop the phone and rush right in to meet you. This is okay. Just know these common questions and objections, and how to respond to them.

The easiest way to overcome an objection is to validate their concern, tell them how you can help, and bring them back to the appointment.

"I am interested in getting the best rate..."

"I can definitely appreciate that. It's nice to talk to someone who understands how financing works. With my network of lenders, we are able to help individuals with all different types of credit. I can get you the best rate you qualify for. The missing puzzle piece is you. Speaking of which, does this afternoon or evening work best for you?"

TIPS

- **ALWAYS, ALWAYS**, bring it back to the appointment!
- Positively acknowledge the question and use the customer's name: "That's a great question, Mr. Johnson."
- Try to set appointments on the quarter hour - they're easier to remember. "Would 4:15 this afternoon be good or would 7:15 this evening work better for you?"

"I'm looking for a specific car..."

"Perfect. It's nice to talk to someone who knows what they want. Which vehicle were you looking for? That's a nice choice. What about that vehicle did you like the best? It sounds like we do have a few vehicles that would meet your needs."

"What we need to do now is find the best time for you to come down to find the lender that works best for you. I can get you in any vehicle that you qualify for. The missing puzzle piece is you. Speaking of which, does this afternoon or evening work best for you?"

"Am I approved?"

"I have several different lenders that are committed to working with good people like you who may need a little help financing their next vehicle. I can go to work for you but we need to get together first so I can verify your identity."

"What we need to do now is figure out the best time for you to come down so we can find the lender that works for you. The missing puzzle piece is you. Speaking of which, does this afternoon or evening work best for you?"

“I’m unavailable to take your call right now...”

Leaving a message:

Make Multiple Attempts. If you contact your customers within the first 10 minutes, chances are, you will get them. If you miss that window of opportunity, you will have to try again several times in the coming days to reach them.

Try not only on different days, but also at different times of the day. People lead busy lives, if you contact at the same time every day and that person is at work, you will never get in touch with them.

Try all forms of communication. This includes phone calls, emails, and text messages. Everyone communicates differently.



At times you may get voicemail. Remember to use persuasive voice mails. If you leave too much information, there is no reason to call you back. Try one of these messages (don't forget to SMILE when leaving the message!):

“This message is for **[customer name]**. My name is **[your name]**. I'm calling from the Carloan center. If you can, please give me a call. My number is **[your number]**. Once again, my name is **[your name]** and my number is **[your number]**. Talk to you soon.”

OR...

“Hi **[customer name]**, this is **[your name]**. Can you please give me a call on my work number? It is **[your number]**. I have something that I wanted to talk to you about. It is real quick. Once again, this is **[your name]** and my work number is **[your number]**.”

OR a bolder message...

“This message is for **[customer name]**. My name is **[your name]**. I have something here that has your name on it and I think it belongs to you. Please give me a call back right away. My number is **[your number]**. Once again, my name is **[your name]** and my number is **[your number]**. Talk to you soon.”

Setting Appointments That Stick

Tips for getting them in the door:

Be the Chuck Norris of auto sales with these tips.

- 10 SMILE!** Customers can hear it in the tone of your voice, and they'll respond!
- 9 Work your leads.** Not every fish is going to just jump in the boat.
- 8 Never farm leads out to the sales floor.** Have a dedicated appointment manager to get them in the door first.
- 7 Always send out follow-up emails or text.** It gives you credibility and keeps you in front of the customer.
- 6 Be personable and local.** Tell the customer you are their Local Loan Advisor.
- 5 Never pre-qualify the customer over the phone.** Job #1 is to get them in the door.
- 4 Always ask for the appointment on the first contact.** See "Job #1" above.
- 3 Set an appointment for the same day or next day.** Interest is highest in the first 72 hours.
- 2 Confirm the appointment with the customer!**
- 1 Sell the appointment, not the car!**

Products & Services

The best tools to help you Sell More Cars®!



The **Carloan.com**SM program delivers the most qualified internet customers, exclusively to you within your marketplace. You'll have the highest closing rates and lowest costs per delivery in the industry.



Want to reduce your cost per lead? People call the phone numbers they remember, and we have two of the most memorable numbers in the automotive special finance industry, **1-800-CAR-LOAN**[®] and **1-800-AUTO-LOAN**[®].



No call left behind! Accept and process car loan applications 24 hours a day, 7 days a week with our custom Interactive Voice Response System, **Voisys Loan-by-Phone**. Get the pre-screened applications via email or text.



FUEL - Follow-Up Every Lead with our proven automated and compliant system of text messages, click-to-call services and emails that drives more appointments.