



WILLOWOOD VENTURES

FACEBOOK SALES EVENT

## FACEBOOK SALES EVENT

Welcome to Willowood Ventures' Facebook Event Sale! This exclusive event offers unbeatable deals on new and used vehicles. Get ready for increased customer traffic and calls as shoppers seek out our clearance-style offers. Let's make this a successful and profitable event for everyone!





# Digital Marketing and Communication

1

## Comment Conversion

We will turn comments into DM

2

## Messenger Conversations

Conversations through Messenger

3

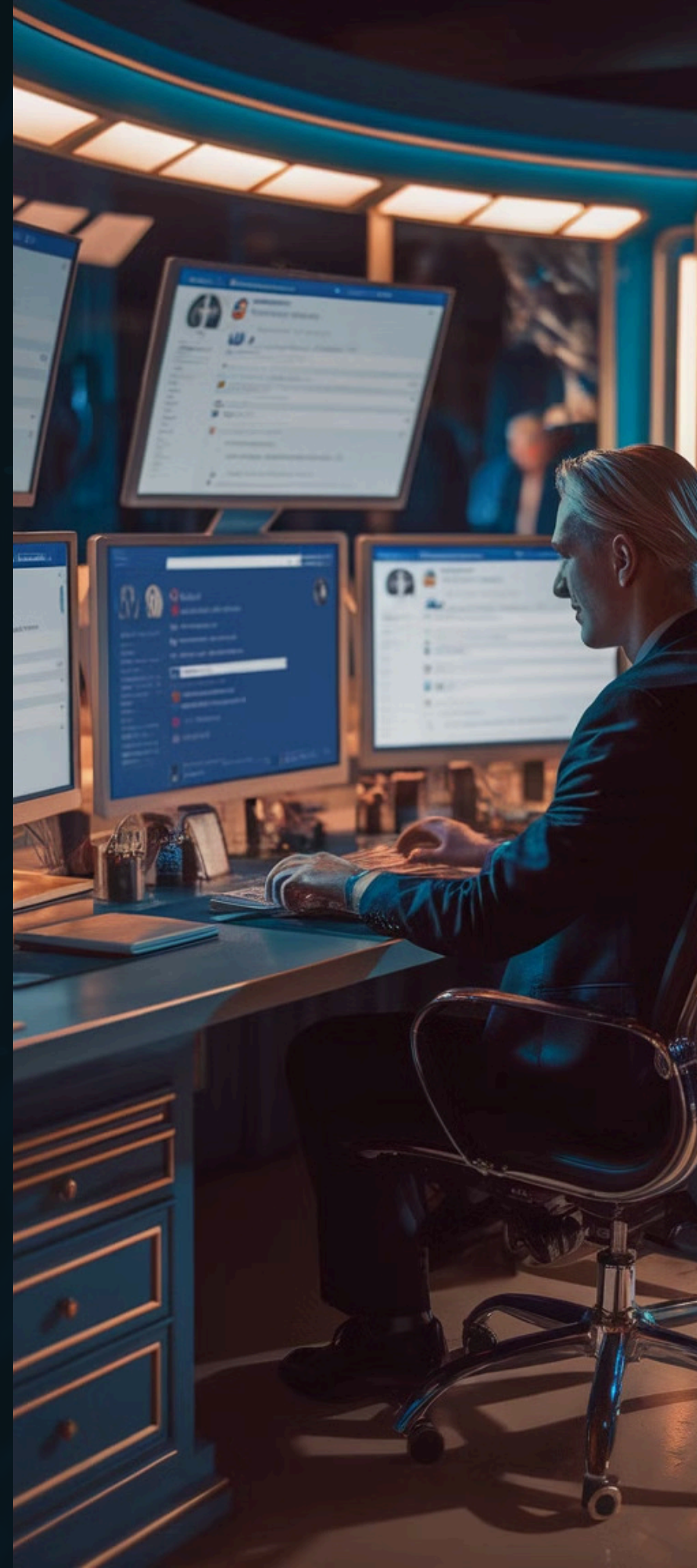
## Appointment Tracking

All appointments or conversations where we have reliable contact info is logged on a shared spreadsheet.

4

## Peak Traffic Days

Traffic through the week is hit or miss. Expect 80% of appointments to be on Friday and Saturday. You will be overwhelmed with traffic. Please make sure the dealership can accommodate the traffic. I would suggest ordering catering those days to make sure customers do not leave as well as staff.





# Hooks and Offers



## \$2500 Over KBB Trade-In Value

Push, Pull, Or Drag it in. This is the centerpiece of our event, offering maximum value for your current vehicle.



## 0% Financing Available

0% on 2023 or the leftover model year vehicle. We never advertise term, so a buydown at short term could be done easily if not offered by manufacturer.



## Affordable Used Cars

Used cars starting as low as \$12900, offering quality and value in every price range.



## Competitive Lease Offers

Lease payments as low as \$199. This is always done on cheapest new car model (Sentra, Elantra, Trax) \$4500 down +++

**ATTENTION: WE NEED YOUR CAR!**

**NEW CAR ELIMINATION EVENT**

**PAYOFF YOUR TRADE**

**0% APR FOR 72 MONTHS**

**NO PAYMENTS FOR 90 DAYS**

**WE'LL PAY UP TO \$5K MORE, EVEN IF YOU DON'T BUY FROM US!**







# Voucher

1

## Voucher

Every Customer will get the invite only voucher to the store. The offer amount is based off of KBB Fair Value.

2

## Arrival

They will ask for a VIP manager upon arrival. Don't be confused!

3

## Employee Pricing

2023 Models or leftover model year at "Employee Price" This is left up to your interpretation.



# Sales Strategies

## Create Urgency

There Is No Tomorrow. A sense of urgency is key to closing these deals. This is a once-a-year sale, and customers cannot afford to think about it or risk losing thousands. Emphasize, "We are offering this sale because we are lacking used vehicles, and auction prices are at an all-time high. We would rather pay you for your well maintained local vehicle.

## Customer Mix

You will get a wide mix of customers, from great credit wanting a blowout deal, to bad credit looking for wheels. Best practice is to slow the customer down and work it backwards. I have attached an easy 5 step road to the sale where I have implemented what really makes this process flow well and lead to sales. If a customer shows up without a voucher, be nice enough to find one for them!

## Registration

Register Everyone. This leads to buy-in. They are there with a voucher and for an event. Register them and make it a big deal. The customer's engagement will mirror your enthusiasm. Expect to see people from all credit backgrounds. Bad credit doesn't mean no car deal—test drive everyone and get them excited. Give them a reason to find cash or a co-signer to purchase.



# How To Stay In The Loop

During the event all appointments will be added to an excel spreadsheet which will be live with the confirmed appointments during the sale. We will also periodically reach out to the management team for more info as needed.



The next sheet goes over the sales process for the event. Every store has their own process, we understand that. Do what works for you. We believe the difference in results between the stores which follow the process, and those that do not, is striking. To succeed the event requires process and buy-in. Let's crush this event!



# Store Engagement 👍

Store engagement is key to success. We need posts to be shared and liked by the store, and sent to local groups. We offer paid ads, and that's just the tip of the iceberg. We will need organic interaction to make this go viral. People buy from people they trust and know. Local engagement is key.





# Look Like A Sales Event! 🎪



BALLOONS SELL CARS... TRUST ME!

# Sales Process 🤝

1

## Meet and Greet

Smile, welcome to the store, invite inside to slow process down, offer refreshments

2

## Pre-Appraisal/Fact Find

Early Management Turnover, Guest Worksheet, Fact Find, InsertC customer into CRMs and Desk Log, Appraisal

3

## Selection/Demo

Sales managers make selection of vehicle to MAXIMIZE profit, walkaround and demo, test drive, trial close

4

## Proposal

Give customer proposal, use average customer rates and terms, be confident in your product and the deal

5

## Close

Handle objections, use T.O. process if needed, close the deal



# Register Attendees

- Register all clients, regardless of why they are there. This sale is great to close everyday traffic who just happen to come in during the event.
- Put on a show. They are only as excited as you are.
- These are early cycle customers. Swing!
- You are the VIP Manager!



## Guest Worksheet



### Guest Registration Sheet

CUSTOMERS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

1. HOW DID YOU HEAR ABOUT US? \_\_\_\_\_
2. WHAT ARE YOU LOOKING TO ACCOMPLISH TODAY? \_\_\_\_\_
3. DO YOU HAVE A TRADE? \_\_\_\_\_
4. WHAT ARE MUST HAVE ITEMS(7 PASSENGER, SUNROOF, LEATHER, ETC)? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

-MONTHLY BUDGET ON NEW CAR? \_\_\_\_\_

**IF THIS CAR IS TO YOUR LIKING, ARE YOU PREPARED TO MAKE A PURCHASE TODAY?**

\_\_\_\_\_

YES? NO?

IF NO, WHY NOT? \_\_\_\_\_

TRADE:	DESIRED VEHICLE
YEAR: _____	NEW USED
MAKE: _____	LIGHT OR DARK EXTERIOR COLOR
MODEL: _____	CLOTH LEATHER
PAY OFF: _____	CAR SUV
PAYMENT: _____	STOCK # _____
BANK : _____	BUDGET _____
CREDIT: Rate from 1-10 _____	

# The Road To Profit

 **WILLOWOOD VENTURES**  
FACEBOOK SALES EVENT  
**5 STEP ROAD TO PROFIT**

## 1. Meet and Greet

- A. Smile.
- B. Welcome the customer to the store.
- C. Invite them inside to slow down the process and create a comfortable atmosphere.
- D. Offer refreshments.

## 2. Pre-Appraisal / Fact-Finding

- A. Early Management Turnover – A floor manager introduces the customer to the right salesperson to ensure a good fit. Break the ice by engaging with the customer and showing them who is behind the curtain.
- B. Guest Worksheet and Credit Application – If credit is a concern, secure a credit application early. If the customer rates their credit below 7 on a scale of 1 to 10, proceed with the application.
- C. Enter the customer into CRMs and desk logs. Scan their license.
- D. Retrieve keys for appraisal. Do not return the keys to the customer – leave them at the sales desk. If there's a payoff or lien, get that information immediately.

## 3. Selection and Demonstration

- A. Sales managers select a vehicle that maximizes profit.
- B. The salesperson pulls the vehicle to a designated area.
- C. Conduct a thorough walk-around and demonstration. The salesperson should spend at least 1 minute per \$1,000 of the vehicle's price during the walkaround. No demo, no walkaround – no deal.
- D. Accompany the customer on a test drive.
- E. After the test drive, return to the showroom and walk the customer through the service and parts area. Assume the sale at this stage.
- F. Collect the customer's title, driver's license, and registration.
- G. Trial close. Ask for commitment to purchase. Always T.O. 100% if there is not a commitment to purchase.

## 4. Proposal

- A. Present the customer with a proposal using average customer rates and terms.
- B. Be confident in your product, the deal, and yourself. Sell the car, the store, and you.

## 5. Closing the Deal

- A. If the customer objects to the price or trade figures, involve the sales manager immediately.
- B. If objections arise regarding financing, involve the finance manager.
- C. If the customer objects during the first T.O. (turnover), a second manager should take over.

 **WILLOWOOD VENTURES**  
FACEBOOK SALES EVENT

## 5-Step *Road TO Profit*



# NOW