



FACEBOOK SALES EVENT

WILLOWOOD VENTURES AUTOMOTIVE MARKETING

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!



What To Expect 🚀

Clearance Shoppers

Congratulations on Choosing Willowood Ventures for Your Facebook Event Sale! In the coming days, you will notice an increase in customer traffic and calls! These customers are not typical market buyers who have extensively researched their car purchase. Instead, they are what we call clearance or "Black Friday" shoppers—enticed by our unbeatable deals.

Profit Opportunity

These shoppers have not meticulously researched their trade-ins or compared prices, providing you the opportunity to maximize your profits. So, aim high and make the most of this event!

VIP Experience

Customers will arrive with a voucher, which serves as their private VIP invitation to the event. Keep the excitement level high and ensure the showroom exudes an event atmosphere. Decorate with balloons, turn up the music, and make it an all-out celebration!



Digital Marketing and Communication

1

Comment Conversion

We will turn comments into DM

2

Messenger Conversations

Conversations through Messenger

3

Appointment Tracking

All appointments are or conversations where we have reliable contact info is longed on share 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 accomadate the traffic. I would suggest odering catering those day's 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 car's 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 +++

The collage features several promotional graphics and social media posts. The graphics include:

- MASSIVE CREDIT FORGIVENESS EVENT**: GET TOP DOLLAR FOR YOUR TRADE. ZERO DOWN!
- PAYOFF YOUR TRUCK**: A hand holding a car key.
- UPSIDE DOWN & BUYBACK EVEN**: ZERO DOWN ON ALL VEHICLES.
- EVERYTHING MUST GO!**: PLUS, \$0 DOWN & 0% APR.
- CASH FOR CLUNKERS**: \$2,000 MINIMUM ANY OLD CAR!
- YOUR JOB IS YOUR CREDIT!**: ZERO DOWN PAYMENT! NO PAYMENTS UNTIL APRIL 2022! GET TOP DOLLAR FOR YOUR TRADE!

 The social media posts are screenshots of text-heavy promotional messages, many starting with "MESSAGE US NOW" and detailing various offers like "0% financing", "top dollar for trade", and "cash for clunkers".

*Sign
and
Drive*
+ INVOICE PRICING ON
EVERY IN STOCK VEHICLE!



128 ACB Street Greenville Sc 29601

Valid Until **05/24/2024**

Voucher Good for Trade or Purchase Only. Valid Thru Sale Date Only!

VOUCHER NUMBER: H000001000

TRADE ASSISTANCE
VOUCHER
\$2500

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 at 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 wellmaintained 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 easy 5 step road to the sale where I have implemented that 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 and Enthusiasm

Register Everyone. This leads to buy-in. They are there with a voucher and for a 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 a excel spreadsheet that 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 there own process, we understand that. Do what works for you. We will say the difference in results between the stores that follow the process and those that do not is striking. To succeed the event requires process and buy-in. Lets crush this event!

Store Engagement 👍

Store engagement is key to success. We need post to be shared and liked by the store. Sent to local groups. We offer paid ads, that's just the tip of the iceberg. We will need organic 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 happens to come in during the event.
- Put on a show. They are only as excited as you are.
- These are early cycle customer. Swing!
- You are the VIP Manager!



Guest Worksheet



WILLOWOOD VENTURES

AUTOMOTIVE MARKETING

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



5 STEP ROAD TO PROFIT

1. Meet and Greet

- A. Smile
- B. Welcome to the store.
- C. Invite inside to store to slow process down.
- D. Offer refreshments

2. Pre-Appraisal/ Fact find

- A. Early Management Turnover (Floor manager introduction to customer, make sure we have right salesman fit with consumer. Break the ice with customer, show them who is behind the curtain)
- B. Guest Worksheet fact find (if credit is an issue get early Credit application. If they say credit from one to 10 is less than 7 lets get application.)
- C. Insert customer into CRMs and desk log, scan license.
- D. Get keys for appraisal. Do not return to customer they are to be left at sales desk. If there's a payoff get information.

3. Selection/Demo

- A. Sales managers make selection of vehicle of to **MAXIMIZE** profit.
- B. Salesman pulls vehicle around to isolate vehicle.
- C. Walk around and demo. Salesman should spend a minimum 1 minute per thousand on walkaround. No demo, no walkaround, no deal.
- D. Test drive
- E. After return show customer service and parts area. Assume the sale.
- F. Get title, driver's license, registration.
- G. Trial close. Ask for commitment to purchase. Always T.O if there's no commitment 100%

Proposal

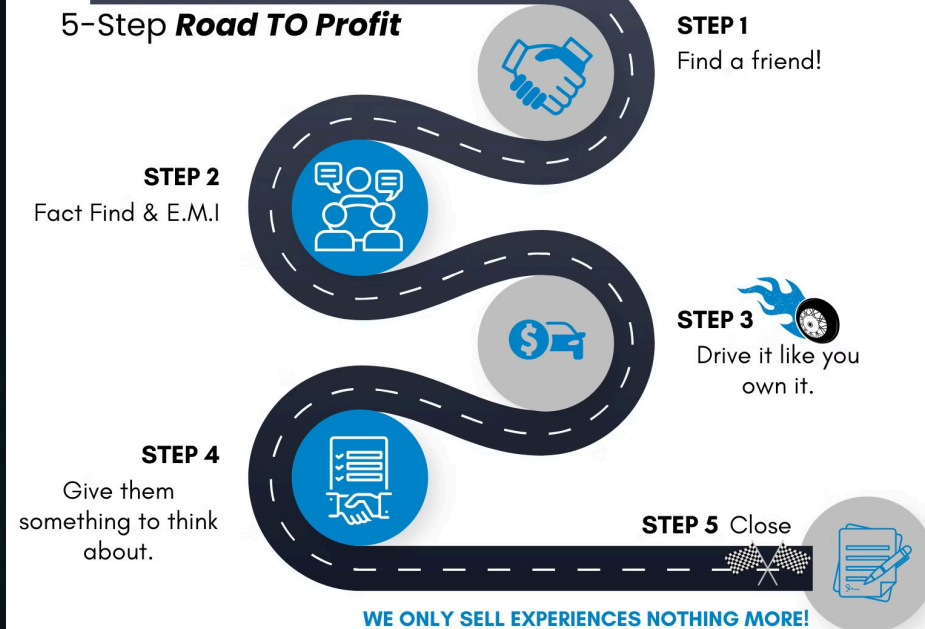
- 4. A. Give customer proposal. Use average customer rates and terms.
- B. Be confident in your product and the deal! Sell the car, the store, and most importantly yourself!

Close

- 5. A. If customer objects on sales price or trade figures sales manager T.O.
- B. If customer objects on finance terms finance manager takes T.O.
- C. If customer objects on 1st T.O. 2nd manager is to take a turn.



5-Step *Road TO Profit*



WIN NOW