



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!



# 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!



“Can I schedule a test drive on the Ram today?”- Your Next Deal





# 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!**

Get up to \$5,000 OVER BOOK VALUE FOR YOUR TRADE. NO MONEY DOWN, NO INTEREST FOR up to 72 months, NO PAYMENTS FOR up to 90 days at **0% APR**. Due to nationwide car shortages & hyperinflation, WE NEED YOUR CAR, and we'll do WHATEVER it takes to get it!

This offer is good for the first 150 Facebook Customers ONLY! MESSAGE US NOW and say, "I WANT A SAVINGS VOUCHER!"

**THIS WEEK ONLY:**

- Up to \$5,000 OVER BOOK VALUE for your trade!
- \$0 DOWN PAYMENT
- NO PAYMENTS FOR 90 DAYS!
- Financing as low as 0% APR for 72 months on new vehicles!
- Vehicles as low as \$12,900!

In order to make this event a success, management has marked every car on our lot to our LOWEST PRICE OF THE DECADE! & we're STILL offering YEAR-END INCENTIVES PLUS OUR HIGHEST TRADE-IN OFFER EVER TO:

- TRADE-IN & TRADE-UP & and
- POSSIBLY LOWER PAYMENTS.

WE WANT TO HELP! This event is for Facebook customers ONLY! We only have 100 EVENT VOUCHERS available!

MESSAGE US NOW to look in your spot!

Disclaimer: <https://bit.ly/3ag296c>

**NEW CAR ELIMINATION EVENT** THIS IS THE MOMENT EVERYONE'S BEEN WAITING FOR! NEW INVENTORY IS FINALLY HERE! We have an excess of new cars from the inventory ready to be sold to you at the best prices. OUR LOSS IS YOUR GAIN!

**HURRY! THIS IS FOR A LIMITED TIME ONLY!** IF YOU HAVE A JOB MAKING AT LEAST \$10 AN HOUR, WE WANT TO APPROVE YOU TODAY! FOR A LIMITED TIME ONLY! DO NOT MISS THIS OPPORTUNITY!

Take advantage of:

- Sales Tax Paid on the purchase of any new Chrysler Dodge Jeep RAM\*
- Up to \$5,000 OVER BOOK VALUE for your trade!
- \$0 DOWN PAYMENT ON ALL VEHICLES!
- NO PAYMENTS FOR 90 DAYS!
- VEHICLES STARTING AT \$7,499!
- 0% APR for 72 months!
- Payments starting at only \$444/month (Jeep Renegade!)
- \$500 Gift card with a test drive!
- We have SOMETHING FOR EVERY BUDGET!
- Special programs available for ALL CREDIT!

We have 100 EVENT VOUCHERS FOR THIS VERY LIMITED TIME EVENT! Our management team is standing by!

MESSAGE US NOW and say "I WANT AN EVENT VOUCHER!" HURRY! THESE OFFERS END SOON!

Disclaimer: <https://bit.ly/391uA9N>

\*Cannot be combined with any other offer. Not available on pre-negotiated deals or pre-ordered vehicles. Limited quantities available: offer eligible on in-stock new inventory at either Midway or Daniel CO, IL location. Limited time offer; must take retail delivery by 06/30/23. Arkansas State Sales Tax paid up to \$1000 in lieu of any dealer discount. Does not include other TTL or dealer add's. Call with any questions or to schedule a test drive.

**NOTICE TO ALL MISOURI DRIVERS** THIS WEEK ONLY! WE NEED YOUR TRADE AND WILL DO WHATEVER IT TAKES TO GET IT! FOR A LIMITED TIME ONLY, get up to \$5,000 OVER BOOK VALUE FOR YOUR TRADE! PLUS, NO PAYMENTS FOR 90 DAYS & \$0 DOWN ON ALL ON VEHICLES.

If we make a deal with you, we can help PAY OFF your existing auto loan regardless of how much you owe! & THOUSANDS OF DOLLARS have been allocated TO BUY YOUR CAR!

MESSAGE US NOW and say "I WANT A VOUCHER!" This offer is limited to the first 100 customers.

TAKE ADVANTAGE OF:

- \$008 Down Payment!
- Up to AN ADDITIONAL \$5,000 OVER BOOK VALUE!
- VEHICLES STARTING AT ONLY \$8,999!
- Financing as low as 0% APR for 72 months on new vehicles!
- NO PAYMENTS for 90 DAYS!
- CURRENT RATE 100 HIGHER!
- TRADE-IN & TRADE-UP & and
- POSSIBLY LOWER PAYMENTS.

We have a great selection of new vehicles arriving WEEKLY, BUT we may buy your vehicle EVEN IF YOU DON'T BUY OURS!

MESSAGE US NOW to claim your VOUCHER BEFORE THEY ARE GONE!

Disclaimer: <https://bit.ly/391uA9N>





# 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

2024 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 Notion Custom Tracker 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 their situation. This sale is great to close everyday traffic who just happen to come in during the event.
- You must be engaged with the sale! If a customer calls in, or stops by asking about it, it must be known as the biggest event of the year, or once in a lifetime event. If you do not have the same enthusiasm as my team sold it as you will lose the client/
- Put on a show. They are only as excited as you are.
- These are early cycle customers. Swing, and swing hard.
- You are the VIP Manager!



- PROTIP: Do not call and attempt to reconfirm appointments, or give the log to salespeople. Too many people calling, texting and confirming will kill your show rate. Let our BDC do their job. On missed appointments or late appointments or no shows please follow up as necessary, but before that client enters one of those stages leave it alone please.

# 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**  
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**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.



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**5-Step *Road TO Profit***

**STEP 1**  
Find a friend!

**STEP 2**  
Fact Find & E.M.I.

**STEP 3**  
Drive it like you own it.

**STEP 4**  
Give them something to think about.

**STEP 5** Close

**WE ONLY SELL EXPERIENCES - NOTHING MORE!**

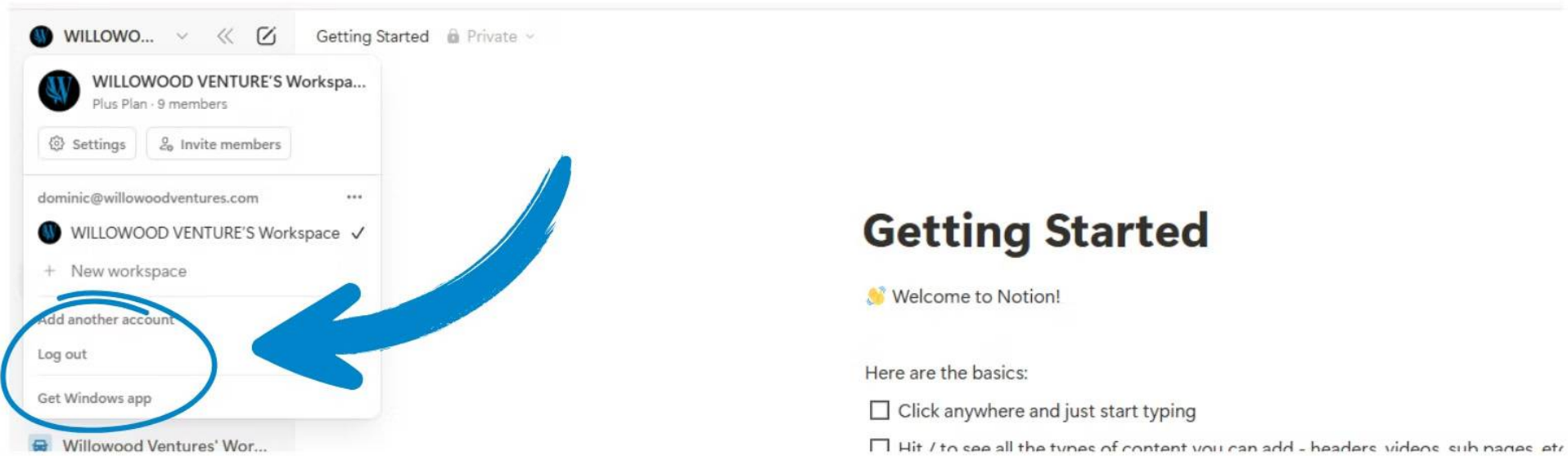
**WIN NOW**



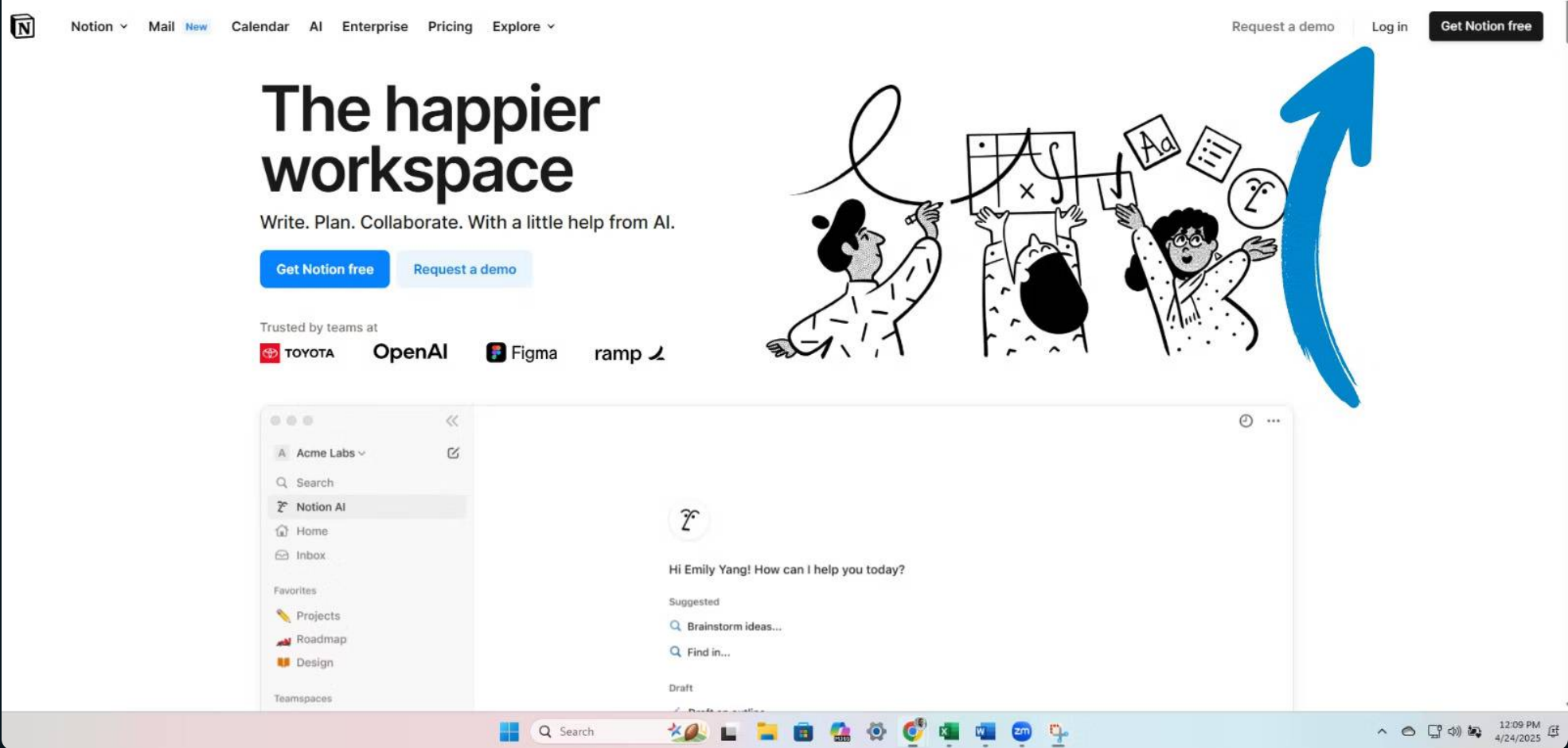


# Notion Log In Instructions

## STEP 1: IF YOU HAVE SIGNED IN UNDER A PERSONAL EMAIL LOG OUT



## STEP 2: GO TO NOTION.COM & HIT LOG IN



## STEP 3: CREATE A USER NAME BY TYPING IN YOUR WORK EMAIL ADDRESS. SHOULD BE SAME ADDRESS YOU GOT THE INVITE.

