



LEVERAGE THE POWER OF VIDEO TO GROW SALES

The customer called about pricing, and then he asks an unexpected question. “You’re 20 miles away,” he says. “I have a dealership 12 miles from me. What’s going to make me want to drive the extra miles to you?” Ray McLaughlin, a sales consultant at Northwest Honda in Owings Mills, Maryland, was on the receiving end of that call. Using the iPad selling system that Northwest Honda had recently installed, Ray put together a custom video in which he introduced himself standing next to the car the customer was interested in. He then emailed it to the customer, along with the spec sheets for the vehicle attached. The customer not only drove the extra miles to buy the car from Northwest Honda, but he then created his own video testimonial about how Ray’s video separated the dealership from the competition. “It showed me you guys have a bit of a personal touch,” the customer said in his video.

According to the Social Science Research Network, 65 percent of the population are visual learners. That means, for the majority of car shoppers, words alone don’t work as well as words reinforced by images. Videos take that effectiveness one step further by combining the words and images with sound and movement, creating an even more compelling communications vehicle.

Videos alone, however, are not enough to close the sale. A “bundled email” gives prospects drill-down details, such as feature-by-feature competitive comparisons or e-brochures, to provide the substance that today’s well-researched customers are looking for. An iPad selling system makes it fast and easy to incorporate needed information with videos effectively throughout the selling process:

Pre-Showroom — A video response to leads that automatically attaches vehicle-specific information can increase appointment show rates and establish a credible relationship with customers even before they walk into the store. That personal touch can create a more positive

purchasing environment from the outset and reduce the negative expectations that many customers have about the car buying process. An iPad selling system makes this technique fast and easy to implement, even for sales consultants who are less tech savvy. Customers receive a customized multimedia response that is specific to the vehicles in which they are interested.

Showroom — Once a customer comes into the dealership, videos enable you to continue to exceed expectations. Watching videos on an iPad keeps customers occupied while waiting and also helps them learn more about their new vehicle. This not only maintains the momentum of the deal, but it can also help to minimize “showrooming” — the use of smartphones by customers to comparison shop other stores while in the dealership — during down time.

Post-Showroom/Follow-up — For unsold prospects, emailing them a customized video with a trim comparison or e-brochures based

on what they were looking at can entice them back into your store for purchase. This type of follow up also makes it easy for customers to share information with others who they want to involve in the purchase decision. After delivery, make and post videos of happy customers with their new cars before they drive away from your dealership. Sharing these videos on social media and your dealership’s Website creates positive word of mouth among future prospects.

Supported by an iPad selling system that provides vehicle information and media content, videos as part of a bundled email can create a unique connection with customers to differentiate a store and consistently provide a superior experience through every step of the sale. Josh Dreiband, general manager of Northwest Honda, believes that videos will play an increasingly important role in his store’s success. “By combining videos with the vehicle information our customers are looking for, the iPad selling system makes our entire sales process more effective.”

“I’m very excited about the technology,” McLaughlin said in his own testimonial video for the iPad selling system. “I’ve seen first-hand how it can work.”

Jim Hughes, co-founder of IntellaCar, the iPad selling system used by Northwest Honda, added, “Bundled iPad videos are among the most effective tools a dealer has today. We’ve seen time and again how it helps land the deal.”

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