



Impact Word Tracks for Today's Customer Demands

by Owner Connect

Dealers Edge (April 2025)

Visit Our Website

ownerconnect.com





Our Company

In the fast-paced world of automotive retail, it's essential to stay ahead of your competition. With more than 30 years of expertise, Owner Connect is an industry leader committed to retailer excellence.

We have partnered with more than 2,000 retailers across North America, Australia and Europe. Our services are designed to deliver tangible, positive results to improve operational efficiency.

Joni Stuker-Davis
Founder & President



Our Purpose Today:



Provide Solid Solutions



Increase Immediate Productivity



Overcome Today's Objections



Competitiveness

think like sales don't sound like it

- Not price, or product – its about you.
- Worry about what you can control.
- Work Number – Why!
- Don't ask "are you still in the market for a car"
- Do ask "have you found a vehicle yet you'd like to own"

Focus on what on the customer is driving now, utilize the Independent Buyer work track.



Unsold Showroom Traffic

increase customer visit conversion



- Call within one hour of leaving the dealership
- Average person visits 1.5 stores
- Work Number – Why!
- Do not bring up the vehicle they looked at and why
- Effective messaging is key

Proactive, positive engagement following up on recent store visit is key factor in converting unsold showroom traffic.





Heighten Your Skill Set

professional development is key

- when you buy your next vehicle...who else might drive it?
- what is my vehicle worth, never more than today!
- what's the best price, when's the last time you drove it?

Investing in your staff increases lead conversion, improving long term ROI.





Objections & Stalls

getting past customer hurdles

- customer leaves without buying – don't renegotiate, take the vehicle away.
- can't make appointment without speaking to...
- I decided I want to hold off on buying
- disagree with trade value

Remember every objection and customer road block has the opportunity to be answered. Your people just need the training and confidence to know what to say and when to say it.





Referrals

a PR statement for your store

- end every positive conversation with referral ask...
- overcoming prospectus reluctance....
- effective messaging to referral leads....
- steps to building an outbound call to a referral

Referral generation is the quickest way to generate, free lead opportunities with tremendous conversion opportunity.





BDC Team Key Tips

improving activity one day at a time

- today's call priority
- hourly objectives & goals
- setting daily appointment run rate
- 1/3 self generated expectations

Own your stores daily traffic, its the key to success.



Demands of 2025

9 months to impact our year

- tariff impact
- changing dealer operations
- conversion expectations by lead source
- daily prospecting demands

A long way to go towards making this year success. There's plenty of time but what you did in 2024 will likely need to be tweaked in 2025.





Contact Us Today for Review of Your Operations

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