



Culture, Strategy and Process: Accelerating Your Digital Retailing Success

This guide was created to identify key takeaways and provide timestamps for each topic in the Digital Retailing Culture, Strategy, and Process training video which can be found at: [KiaDigitalProgram.com/DigitalRetailing/DigitalRetailingResources](https://kiadigitalprogram.com/DigitalRetailing/DigitalRetailingResources)

The Automotive Industry uses leads incorrectly as a catch-all term, when instead they should be considered as three distinct phases that lead to a sale:

Leads -> Prospects -> Opportunity

Lead Phases

- **Leads** are the first time someone is potentially interested, and are never a sure thing
- **Prospects** are customers who are engaged and interested in a vehicle, and moving towards a decision propelled forward by ongoing conversation with the sales team
- **Opportunity** is when they agree to consider your vehicle, and take all the necessary steps to be ready to buy (test drive, credit app, etc.)

Steps For Sales Acceleration

- ❑ **Engage** every single person who visits your website, start conversations, and generate prospects instead of leads
 - ❑ 88% of people say they're less likely to return to a website that gives them a poor experience
 - ❑ Stores see 2-4x increase in conversions when switching from forms to conversations
 - ❑ Implement conversational marketing, which is allowing warm and relevant interactions with visitors that help gauge interest
- ❑ **Qualify** by identifying where a customer is in the decision process, and move them through the funnel appropriately
 - ❑ There is a 77% increase in the likelihood of a sale when dealers jump into conversations to deliver a personalized experience
- ❑ **Personalize** interactions around each buyers' individual needs, desires, expectations and challenges
 - ❑ Target specific groups of potential buyers and deliver the personalized experience they're looking for
 - ❑ More than 70% of customers expect companies to interact in real time, while 64% expect experiences to be tailored to their past interactions
- ❑ **Expand** by continuing to deliver personalized digital experiences, with a human touch, every time existing customers interact with your dealership
 - ❑ Retaining existing clients is 5x less expensive than finding new ones