

How to Close More Leads Using *The Language of Closers*

The first contact between a shopper and a dealer is often through email. This crucial interaction can be a deciding factor in whether that shopper chooses one dealership over another. At CDK Global, we were interested in understanding what language high-performing dealers used to close leads. Using natural language processing, we analyzed thousands of email responses of car shoppers. Here's what we learned and how you can use this research to help you close more leads in your store.

1. Always answer the shopper's questions before you take the next step in the process.

Don't: "I'm sure we have the vehicle you're looking for. Come down to the dealership and we'll discuss in person."

Do: "We have four midnight black Silverado 1500s in stock. What other questions do you have?"

2. Lead the customer through the process.

Don't: "Give me a call on my cell phone when you're ready."

Do: "When would be a good time for you to come visit us and test drive that Silverado?"

3. Today's cars have gotten more technically advanced which means more jargon in our industry. Avoid using industry language when possible.

Don't: "This car is equipped with AEB."

Do: "If this vehicle detects that you are going to hit something, the car will automatically brake to avoid the accident."

To learn more about our research, download our full findings at www.cdkglobal.com/closers.