

# Gubagoo

Sales Acceleration:

# Efficiently Increase Your Deal Velocity



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## INTRODUCTION TO SALES ACCELERATION

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Sales Acceleration is for the leader who wants their team to close deals faster, using less staff time—ultimately lowering overall dealership costs.

When you understand the mechanisms of Sales Acceleration, you have the dealership's most impactful strategic tool in your hands.

Customers are happier—their needs are addressed quickly, with little time wasted.

Salespeople are happier—they spend less time on chasing and more time on high-value, real-time actions.

And your accountant is happier—you are spending dealership resources much more efficiently.

This guide will provide the background and a framework for you to implement Sales Acceleration strategies in your dealership.

Ready? Let's Go!



# Who Wins the Fight: The Talented Sales Manager or the Mediocre Strategist?

The stores that are winning—and winning big—are not the ones with the rock star sales teams or amazing sales managers.

The most successful stores do something that many automotive professionals hate doing. They rethink and adapt their process.

Their wins have been explosive. The strategists don't just win the fight – they send their competition to the hospital in a body cast.

Very few leaders in automotive - by their own admission - make time for strategy. We're caught on the hamster wheel of our day to day - trying to hit targets, handling customer issues, working with our employees. It's a lot, right?



## WHO WINS THE FIGHT?

You're better than that.

If you think of the business leaders that inspire you - whether they be Jeff Bezos, Howard Schulz, or in our own industry, someone like Brian Benstock—whoever it is—they are spending a LOT of time on strategy.

Leadership experts say the higher up you are in the organization, the larger percentage of your time should be focused on heads-down strategy. The Harvard Business Review says that strong leaders carve 20% of their time to focus on pure strategy.

What's the right amount for our industry? And in our roles, specifically? That's debatable. But it sure isn't zero.

You've gotta be a strategist to win.



## WHO WINS THE FIGHT?

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Here's a primer on the most impactful areas of strategy that automotive leaders can focus on building their skills—in priority:



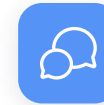
### **Change Management:**

Change Management is number one. Most people think they can create change in their organizations—but learning the true skills behind implementing change will absolutely transform your team and your organization. Depending on your Sales Acceleration strategy, you may need these skills to move forward.



### **Process Management:**

Process Management is next up. Sounds boring, right? Who wants to learn about that? But hey, what does it really take to dissect, improve, and reimplement processes? And to even know which ones need your attention? Sales Acceleration fits neatly into this area, because it's about evolving your processes to bring more profitability to your store.



### **Communication:**

And then there's Communication. It's a huge bucket - because it includes things like, how to handle difficult conversations; how to provide truly effective feedback; and how to convey new concepts and ideas. Communication is everything—we know this—but how often do we take steps to learn the communication skills that will help us excel?

So, now that you've been convinced that strategy is important, and the component skills required to implement—let's dive deep into the powerful strategy that titled this guide: Sales Acceleration.

# Sometimes They're Not Leads: The Real Sales Funnel

It's time to drop a bit of a bombshell here. And that is, that our industry uses the term "leads" incorrectly.

In other sales environments, outside of our automotive bubble: Leads become prospects, and prospects become opportunities.

But in automotive? Everyone just calls everything "leads."

**They're not.**

All this chatter about lead quality? The talk about how some leads convert better than other leads?

What if those "better converting leads" were actually prospects? Or opportunities?

How would you know?

Here's a flow chart of the sales funnel, as it is used by sales organizations worldwide. We've customized it for our industry. Let's take a look at each step.



## Level 0: Leads

In sales lingo, a lead is generated the first time you know someone is potentially interested.

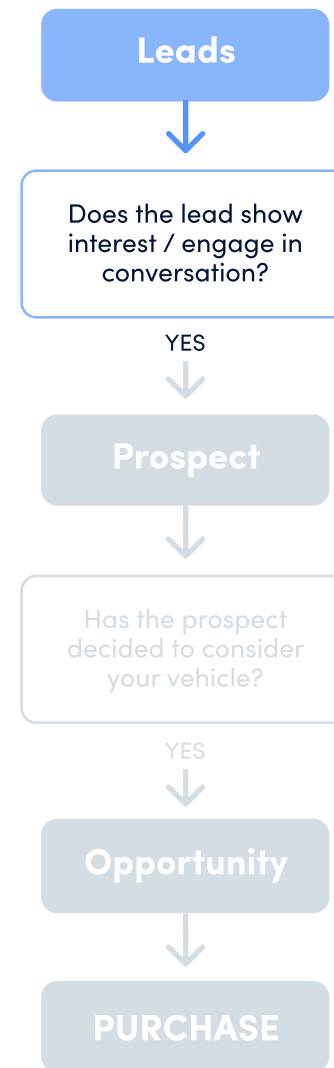
Perhaps they looked at a vehicle and wanted to know the price.

The lead could be nothing. They could be early in their research, have no clue what they actually want. Or there could be something to it, something that makes them stick around and keep talking.

Before you can say that they are no longer a lead, you have to connect with them. An initial conversation with sales determines if a lead is an uninterested party, or someone who is ready to journey along the path to consider a purchase.

The point is: the way “leads” are defined - they are never meant to be a sure thing.

It’s important to know what leads really are. And even more importantly, when they become... Prospects.





# Level 1: Prospects

If the customer is actually speaking with you, they are a prospect. They're engaged! The customer is now in the process of being qualified.

This prospect is interested in the vehicle. They have a budget that aligns with your pricing, and a timeline that puts them near ready for a purchase.

The prospect is moving towards a decision. What propels them forward is an ongoing conversation with a member of your sales team.

They ask questions about the vehicle. Is it available? Does it have Apple CarPlay? Any accidents?

They remain prospects until they become an opportunity, or they stop or pause activity due to other factors, such as stronger interest in another vehicle, life changes, or even cold feet.

They are only prospects if they are \*progressing\* toward a decision.



## Level 2: Opportunities

And then, something magical happens, and they become an opportunity.

A prospect becomes an opportunity when they agree to consider your vehicle. They now are motivated to take all the steps they determine necessary to make a decision.

That could be a test drive, confirming payments, and getting credit approved. Once in the opportunity stage, you have a very strong likelihood of closing the sale.



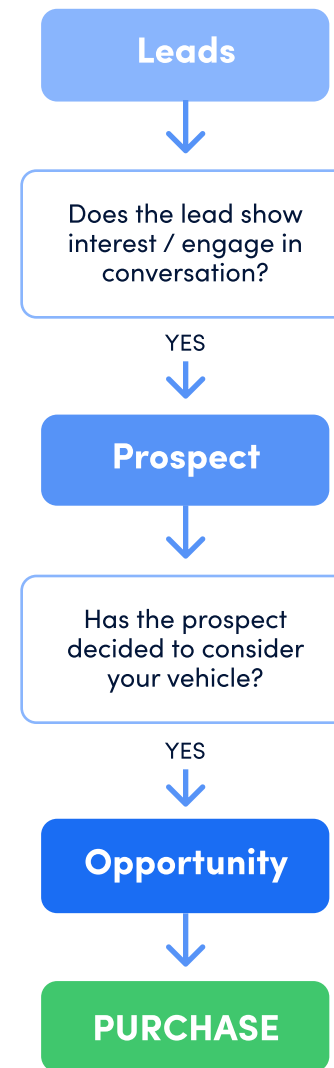
## THE REAL SALES FUNNEL

In our industry, we have the bad habit of calling all these stages leads.

But they're not.

**And in fact, some first contacts arrive as prospects—or even as opportunities.**

Knowing the difference will empower us all to think carefully about how we work with customers—through these three distinct phases in the sales funnel, and then onward to the final stage, which is when the customer commits to purchase.



## What's Going On in There?

Now that we have that baseline in place for what the funnel looks like, and the actual stages of the customer journey—let's talk about how measurement gives us insight into what's happening.

When you ask marketers what's most important to measure, they'll usually tell you about traffic and leads.

Ask the sales team the same question, and they'll usually talk about appointments, floor traffic, and of course, sales.

But underneath all those metrics is a common foundation, which is revenue—and even more importantly—profit for the store.

Marketers attract buyers to drive revenue and profit. Sales reps close deals - and they'd better be profitable! We want our gross and F&I numbers to be strong.

So, yes, traffic, leads, and appointments—they matter—but nothing matters if the dealership isn't profitable.

**Profitability** and **Speed** are the two main tenets of Sales Acceleration. Let's take a look together at how we can impact both.




# There are Two Main Ways Dealerships Can Accelerate Revenue:

The first key is to make your customer's buying journey as personal and authentic as possible.

You do that by acknowledging that each buyer has different needs, desires, expectations, and challenges.

Then you design the best experience for each customer, which will remove friction, and allow you to build stronger relationships.



 **Phillip**  
GubaCar Motors ✕

You're getting a great deal on your winter tires through this offer!  
What phone number shall we text to notify you when they are ready for pickup?



## THE REAL SALES FUNNEL

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The second is to streamline and optimize how your marketing, sales, and business development teams engage buyers and move them through the buying journey.

Instead of having three teams pulling towards three separate goals, Sales Acceleration unites them behind a shared objective. Your employees across all three teams collaborate to produce a seamless conversation for buyers. That conversation flows from a prospect's first touchpoint all the way through their buying journey, and on to their long-term customer experience.

Many dealerships struggle to nail both of these approaches. Often, the link between them is hiding in plain sight. When your internal processes are clunky, your customer experience struggles. And here's the kicker—when your customer experience slides, it ramps up pressure on both your employees—and your systems.

It's easy to say that both elements are important. It's simple to say you need to improve both in tandem. But how do you actually get there? That's where the Sales Acceleration model comes in.

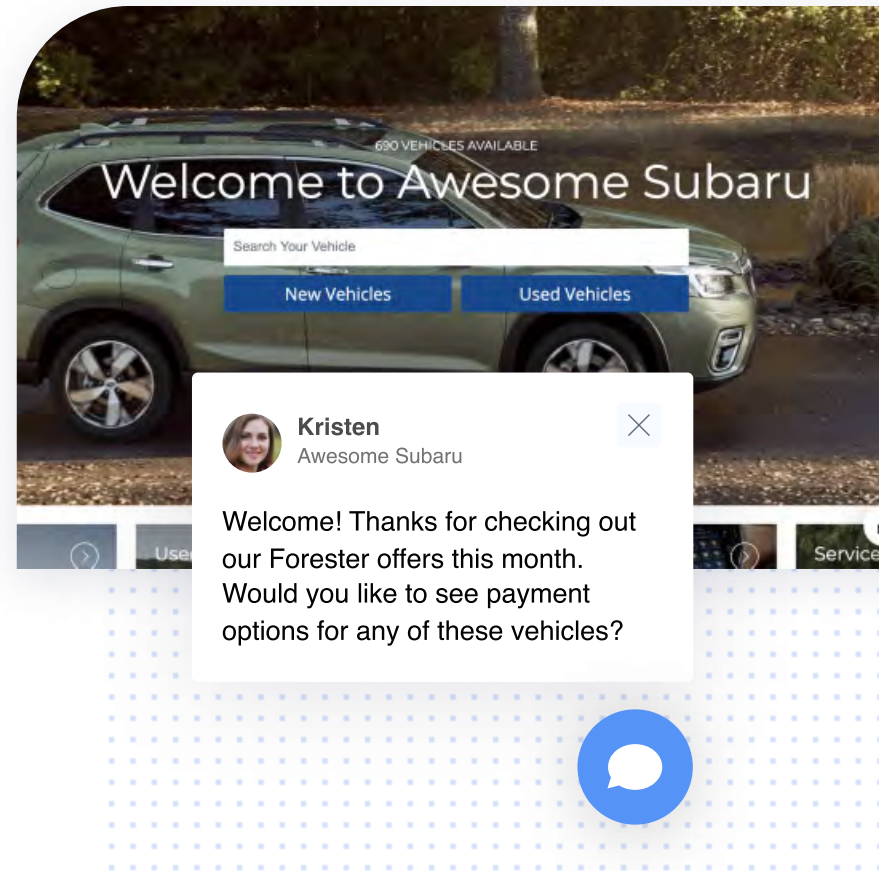


# Real-Time Communications for the Win

Have you heard the term Conversational Marketing, or Conversational Commerce? It's trendy, of course. But like any trend, there are some gems of inspiration behind it.

When you think about Conversational Marketing, you are reimagining how you engage potential buyers. You are looking to create instant—and personalized—engagement with your potential customers. It removes friction, and it saves time.

In fact, it does some major heavy lifting when it comes to turning the car buying process into an enjoyable experience.



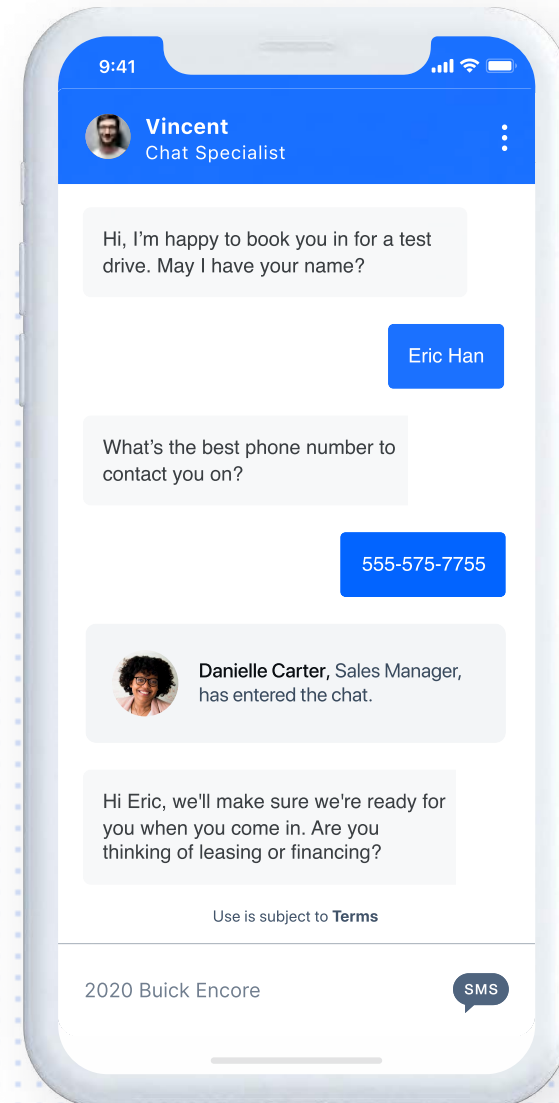
## THE REAL SALES FUNNEL

Deeper in the funnel, sales takes over. Instead of sticking to formulaic sales scripts, your reps use the same approach to build trust and credibility with buyers and turn them into customers.

Continuity of experience is key here—if it's disjointed—you've got a big problem on your hands. Make it smooth—and watch deals accelerate through the funnel.

Sales Acceleration combines these real-time, conversational approaches to unite your teams. It creates connection with buyers in real-time. It builds trust, and builds rapport. And from the customer perspective, it feels deeply personal and responsive.

The end result is increased revenue, higher gross profits, shorter sales cycles, and even a stronger dealership brand.

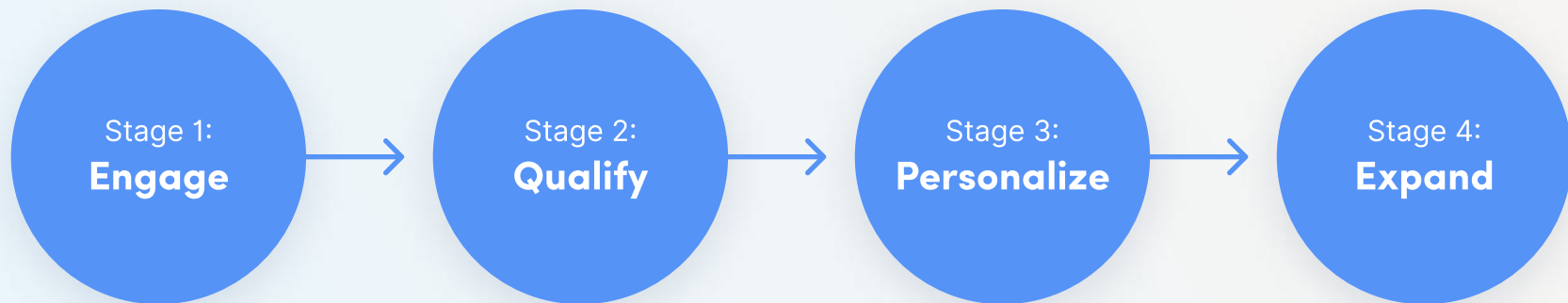




# The Sales Acceleration Framework

With that foundation, let's take a look at the four stages of actually enacting Sales Acceleration methodology for your dealerships.

Each stage is about getting better at both speed and profitability throughout the journey.



# Step 1: Engage

Let's start with the first stage, which is to Engage website visitors in real-time.

At the best dealerships in the country, the moment you walk in the door, the store's staff treat you like a VIP. Greeters wave hello. Sales team members help you pick out the perfect vehicle. The team guides you from one department to another with a smile.

Compare that to most car buying experiences online. As a customer, when you land on a website, you're on your own. You're left to read, research, and learn without any support.

It's not because the dealership doesn't care about you. It's because most don't have a process in place to engage their visitors in a way that mimics authentic in-person interaction.

Most dealerships don't know who's on their site. They can't connect with high-intent visitors fast enough. And even when a visitor feels motivated enough to make the first move, on most dealership websites today, that leads to a long wait, because they fill out a form and wait for someone to respond.

Maybe.

There are no second chances here – **88% of people** say they're less likely to return to a website that gives them a poor experience.

## THE SALES ACCELERATION FRAMEWORK

The first stage of sales acceleration is about fixing those problems. Your goal is simple: engage every single person who visits your website. Start conversations, and generate prospects instead of leads.

By building this foundation, you create conversations and a feeling of connection—both of which deepen your understanding of the buyer.

Here's Casey—he's an innovator working for Passport Auto Group. Casey knew a form wasn't cutting it anymore.

He wanted to modernize their customer experience, making it easier for potential customers to connect with us. The results were exciting!

They tried substituting LivePlays for forms at 2 of their stores over several months, and they noticed a substantial difference in conversions on leads from those engagements in real time.

Then they looked for an increase in the lead conversion with respect to overall site traffic—and that backed up their findings.

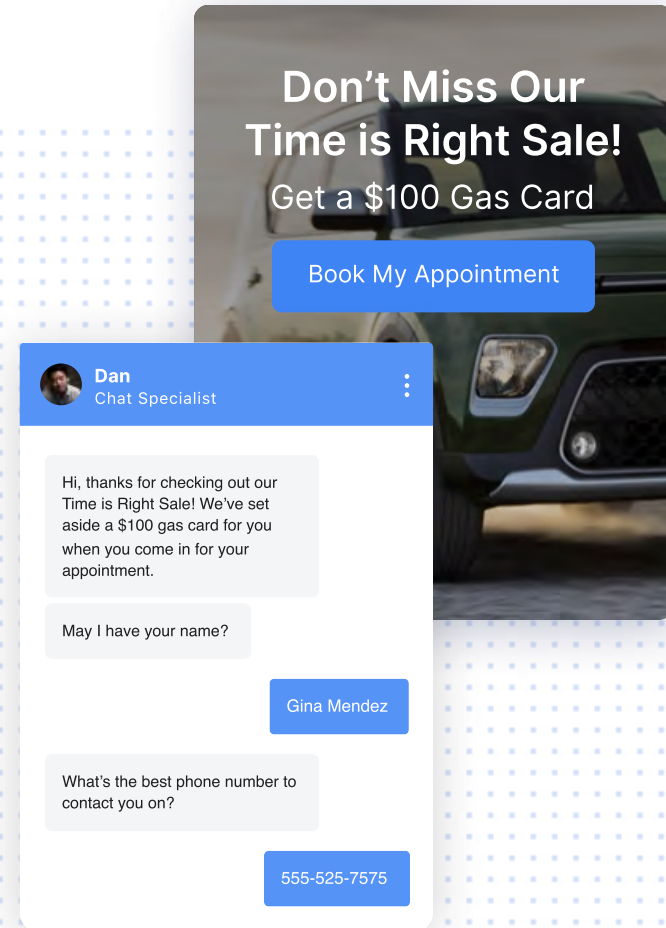
With results like that, you can believe they immediately installed LivePlays for their remaining stores.

The screenshot displays a website chat interface for Passport Auto Group. A circular profile picture of Casey is overlaid on the top left. The chat window shows a conversation with a 'Chat Specialist' named Charlotte. The customer asks to book an oil change for a 2020 BMW X5. Charlotte responds with a friendly message and offers a \$39.99 oil change special. She then asks which trim the customer prefers, with buttons for sDrive40i, xDrive45e, XS M50i, and X5 M.

## THE SALES ACCELERATION FRAMEWORK

Stores are seeing anywhere from 2-4x increase in conversion when they switch from forms to a live conversation. And—the quality of those conversions is higher—because often, they convert as prospects or opportunities, rather than leads.

As much as possible, if you give customers awesome information, and serve them while they are on the website, your customer experience will be better—AND—you'll win more deals.



# Step 1: Engage

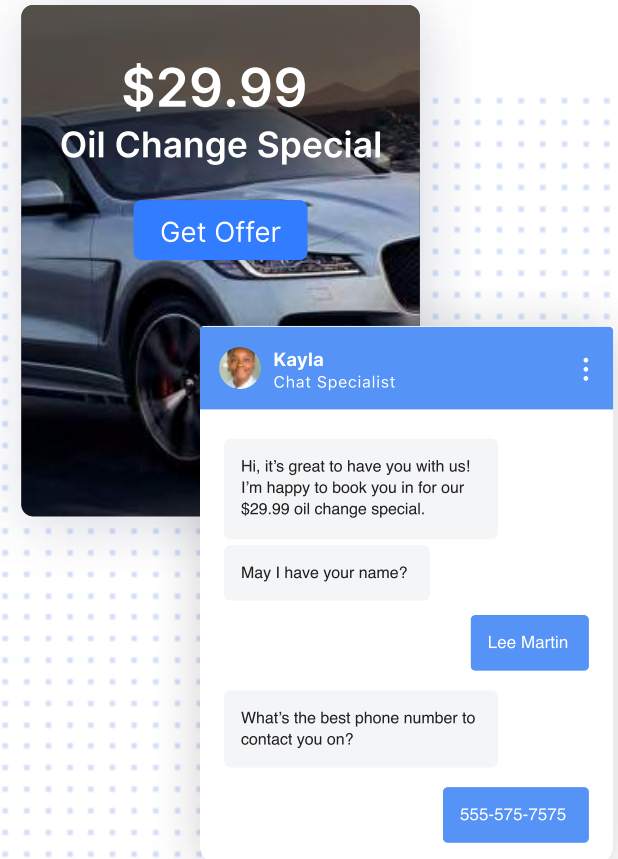
## Putting it into Action

Here's the methodology to put this into play—and really make it awesome.

Let's give an appreciative nod to our marketers. Marketers, you know how important it is to deliver on any promise you put out in an ad or a call to action, wherever it may be. This is a well-known concept in marketing, and Google even scores advertisers based on the consistency of their messaging from ad, to click, to landing page.

We must deliver upon the message that the customer clicked on. The better we do that, the more fulfilling and confirming that experience is—the more you've earned another little morsel of customer trust.

It's amazing how many don't get this right. Really, you can set yourself apart just by doing this well.



## THE SALES ACCELERATION FRAMEWORK

Some will do things like this. Here's a Google Ad. We're promising free winter tires and to claim yours today. The user clicks on the ad and lands here.

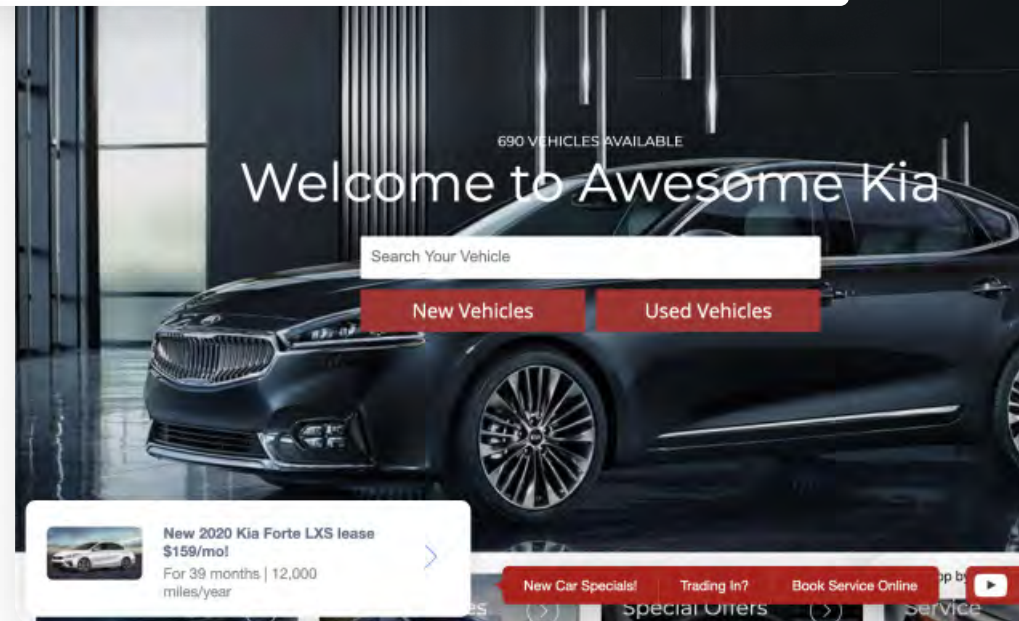
Our imaginary dealership Awesome Kia is not being so awesome right now! There's nothing that tells the customer how to claim their winter tires. Or that they got to the right place. The customer is now confused. They might go hunting on your website, if they are really motivated.

And some will leave - either because they think it was an error, or worse, out of frustration.

### This Week Only | Buy a Kia Forte | Get Free Winter Tires

Ad [www.awesomekia.com](http://www.awesomekia.com)

Huge promotion on now at Awesome Kia – get free winter tires with the purchase of your Kia Forte. Only available while supplies last - claim yours today!



## THE SALES ACCELERATION FRAMEWORK

It is critical to make sure you deliver on your advertising message.

And for you, what that customer clicked, that's information. It helps you personalize their experience.

Use this opportunity to launch a custom greeter message in the chat window using LivePlays. The warmth and continuity of the experience is powerful.

In our Google Ad example, we can simply refer to the core offer of the ad to tie it all together. They clicked that ad, they are interested—so, what now?

In this case, we say, “I'd love to get you that set of free winter tires for your Kia Forte. Do you know what trim level you're wanting to purchase?”

As soon as that conversation engages the customer, your sales team has a very hot opportunity to ResQ—they are primed for a great conversation.

The image shows a composite of three elements: a Google Ad, a website header, and a chat window. The Google Ad at the top left reads: "This Week Only | Buy a Kia Forte | Get Free Winter Tires" with a link to "www.awesomekia.com" and a promotional message: "Huge promotion on now at Awesome Kia – get free winter tires with the purchase of your Kia Forte. Only available while supplies last - claim yours today!". The website header in the background features a search bar, "690 VEHICLES AVAILABLE", "Welcome to Awesome Kia", and buttons for "New Vehicles" and "Used Vehicles". The chat window on the right is from "Kristen" at "Awesome Kia" and contains the message: "I'd love to get you that set of free winter tires for your Kia Forte. Do you know what trim level you're wanting to purchase?". A small card for a "New 2020 Kia Forte LXS lease" is also visible, listing "\$159/mo!" and "For 39 months | 12,000 miles/year". A red speech bubble icon is in the bottom right corner.

## THE SALES ACCELERATION FRAMEWORK

Here's another example—this Facebook ad offers a free gas card for a test drive. The user clicks the Get Offer button. What is the natural next step?

We want to book a test drive, of course!

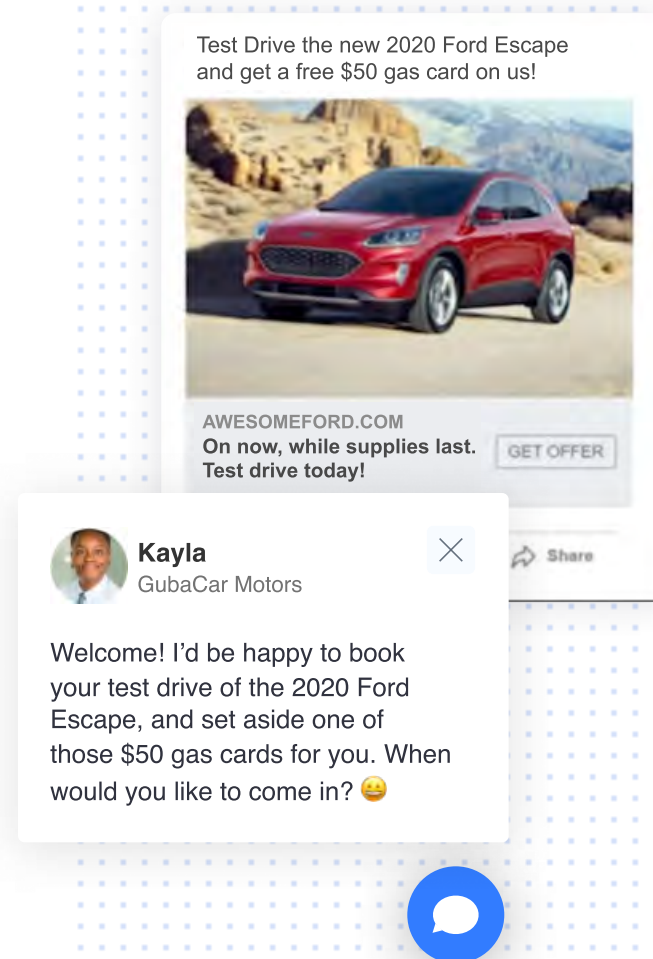
Bring them to any landing page, but serve them in real time—get that test drive booked now, while the customer is motivated. From the customer's perspective, that's super smooth.

When coming from an external CTA, such as an ad or an email, this is all driven by URL parameters. You can either use the UTM codes that most marketers use to track campaigns in Google Analytics, and double up their purpose by having them trigger a LivePlay.

Or, you can add any parameter you want to the URL, and assign that to the LivePlay, and you're ready to rock.

If the promotion is on your own site, we can use the same URL parameter method, unless it is launching on the same page, in which case Gubagoo provides a piece of javascript.

Driving to a custom greeting and conversation flow is a great way to connect the ad with the landing page. In fact, in many cases, it can even save you from building a separate landing page!



The image shows a Facebook advertisement for a 2020 Ford Escape. The ad text reads: "Test Drive the new 2020 Ford Escape and get a free \$50 gas card on us!". Below the text is a photo of a red Ford Escape SUV. At the bottom of the ad, it says "AWESOMEFORD.COM On now, while supplies last. Test drive today!" and a "GET OFFER" button. Overlaid on the bottom right of the ad is a LivePlay chat window. The chat window header shows a profile picture of Kayla, her name "Kayla", and her company "GubaCar Motors". The chat message says: "Welcome! I'd be happy to book your test drive of the 2020 Ford Escape, and set aside one of those \$50 gas cards for you. When would you like to come in? 😊". There is a close button (X) and a share button in the chat window. A blue speech bubble icon is visible at the bottom right of the overall image.



# Conversational Marketing

All told—no matter where you have a promotion or advertising message, these are some really simple ways to make sure you are personalizing the experience and delivering on your promise.

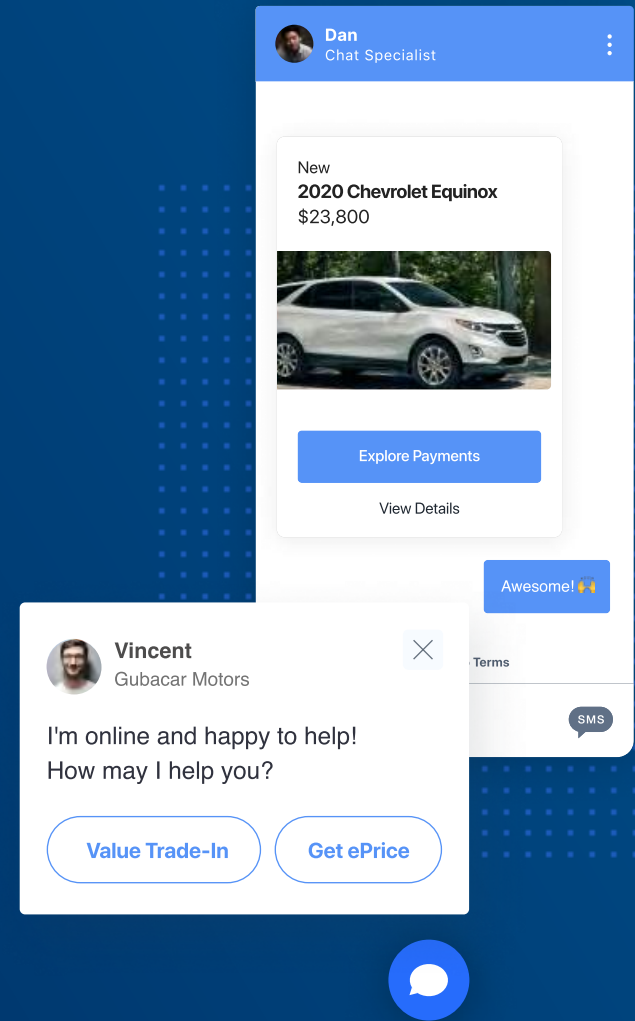
Outside our industry, what we've walked you through is that buzzy thing called Conversational Marketing.

It's an appropriate term for us in automotive, too. The idea is that you can attend to customers 24 hours a day.

Better than that, conversational marketing allows for warm—and relevant—interactions with visitors. It gauges their interest. Are they a red-hot buyer primed to convert? Or are they just curious, and starting to research and dream?

Do you see the relevance to the sales funnel?

Because now you can qualify visitors, and sales knows when to engage. Your team can jump into the conversation and engage buyers in real-time, accelerating them from leads to prospects—and perhaps even to opportunities—in just one interaction.

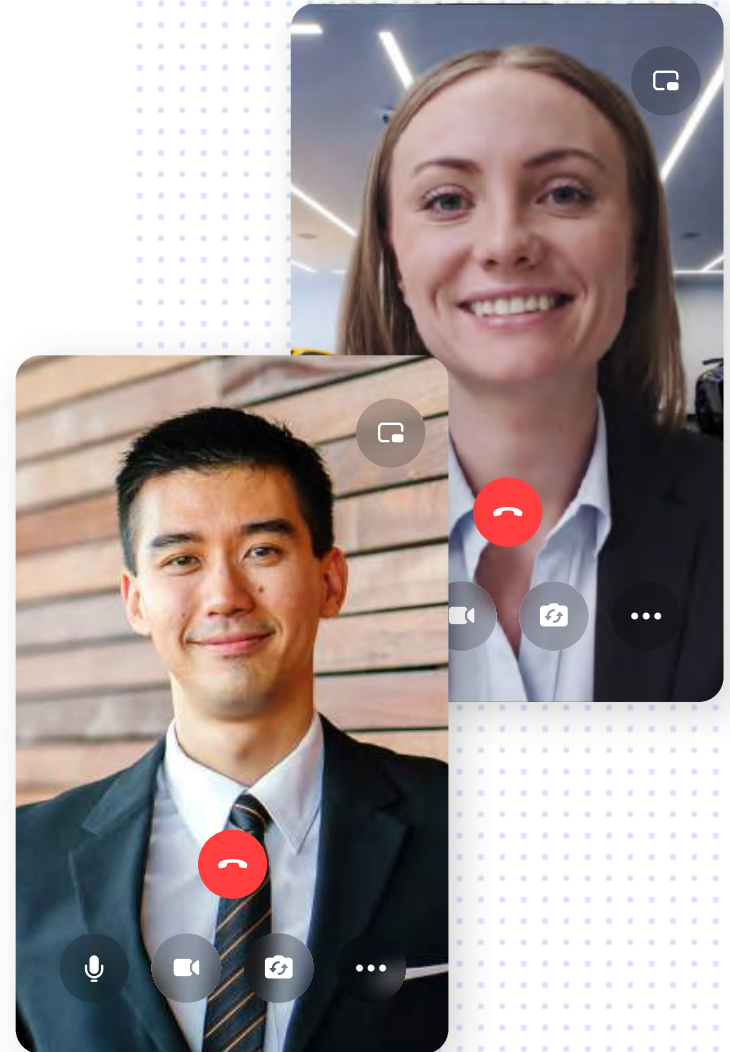


## Stage 2: Qualify

That brings us into stage two, which is all about bringing your team in early to move leads down the funnel.

Marketers invest huge amounts of time, energy, and resources into campaigns to attract, and convert, potential buyers. They tempt readers with exciting offers, entice people Googling your brand with paid ads, and pique interest for your used inventory on Facebook.

Well, the customers have arrived! You got their attention, and they are now engaged with conversational marketing. It's time for the pass-off to the sales team or your BDC. Marketing, pass the baton and let the talented sales team nurture the relationship.



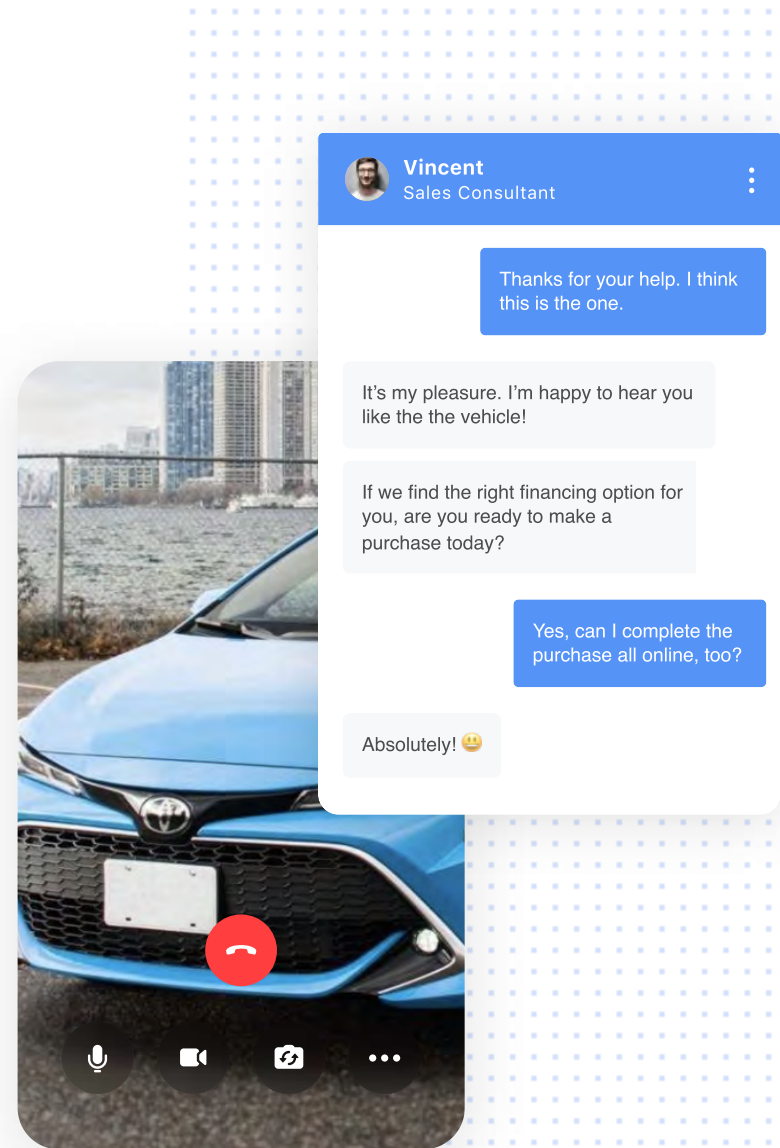
## THE SALES ACCELERATION FRAMEWORK

The Qualify stage is about identifying where the customer is in their decision making process - and then moving them through the funnel as efficiently as possible.

You might hear this referred to as Deal Acceleration—which is really a subset of Sales Acceleration. You're providing personalized resources to maximize the progression from prospect, to opportunity, to sale.

People coming to your website in a buying mindset are the most likely to engage with conversational marketing. Your job now is to help them find answers, support, and inventory as quickly as possible.

Very few dealers are doing this currently, but those who are experimenting with it are seeing tremendous results.



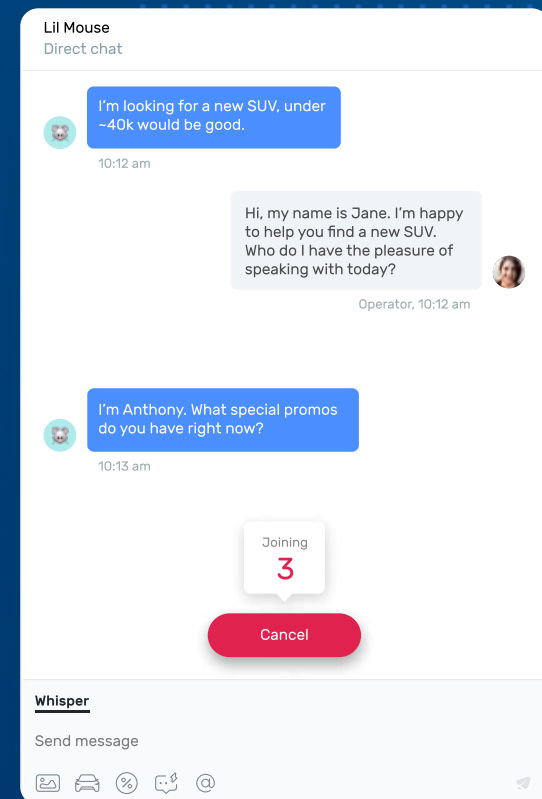
# Want a 77% Increase in Sales Conversions?

Our data across a million monthly conversations shows that when dealer personnel jump in to conversations to deliver a personalized experience, there is a 77% increase in the likelihood of a sale.

Let's pause on that for a moment. Can you think of anything in your dealership that increases the likelihood of a sale by that much? If you can, or did, it's very likely you're doing it right now.

Here's the rub. It takes strategy and re-working your processes to value these interactions—whether that's with a BDC or a fully integrated, end-to-end sales team. That's a change management exercise, and it sure is a heck of a lot easier to just keep existing processes in place.

But mark these words—if you want to do one thing today that is easily within your power to increase your sales more than you would ever believe - this is it, right here.



Rick Campbell over at Vann York Auto Group has seen this in action. He's proven that when the dealership chats with their guests online, there is a big increase in their chances of selling them a vehicle. His challenge, like many, has been getting his dealership teams to adopt.

**"We are using ResQ as much as possible. We find that when we chat with our guests online, the rapport we build helps us **increase our chances of selling them a vehicle.**"**



**Rick Campbell**

E-Commerce Director, Vann York Auto Group

## THE SALES ACCELERATION FRAMEWORK

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Justin over at London Honda is another champion for ResQ. He's passionate about making their customer experience more personal. Their team consistently jumps in to provide a supportive, human element to the online shopping process. And that sells them a lot of cars and brings them an oversized market share.

“We're on a mission to build trust with our customers. So we use Gubagoo's ResQ chat platform to **make the experience more personal**. Connecting our customers with an online staff member has provided a human element to the online shopping process.”



**Justin Coombs**

Marketing Manager, London Honda

So again - when your team jumps in, **the average increase from lead to sale is 77%**.

We're drilling that home like fanatics for good reason - it takes work and change management to put it in place, but wow, is it ever worth it!

## Stage 3: Personalize

On to stage three! Let's talk about targeting and personalization.

Customizing your interactions based on marketing data takes the quality of your conversations to a new level.

And if you want to deliver an even greater customer experience, you have the ability to go even further, which is to build interactions around buyers' individual needs, desires, expectations, and challenges.

Most dealerships lack visibility into who is on their site, and what they are doing there.

In analytics, unknown organic traffic, high-quality target buyers, and current customers all look exactly the same. This unhelpful, one-size fits all bucket makes it impossible to deliver tailored experiences, and so everyone gets the same vanilla messaging and experience.

In fact, most tools refer to the people on our website as traffic. Or visitors. How many views did you get on that landing page? What was the click-through rate? How much traffic came off that ad?

These terms are dehumanizing. They make it easy for us to forget—these are people.

## Personalization: Case Studies



Here's Suzanna—she's a single mother of two. Suzanna is buying a car for the first time since she ended up on her own. She's ready to buy, she needs the car NOW, and is nervous about her credit.



Here's Jesse, he's been a customer of yours for 6 years. He booked in for a service appointment for his 3 year old Civic. But wait—now he is looking at the new model on your site. In fact, he seems to be obsessing with it.

They are people. Not traffic. Not UVs. They are future customers. Real people.

How would you engage with these future customers if you had even just a bit of insight?

Would you personalize your approach? If so, you're into Stage Three.

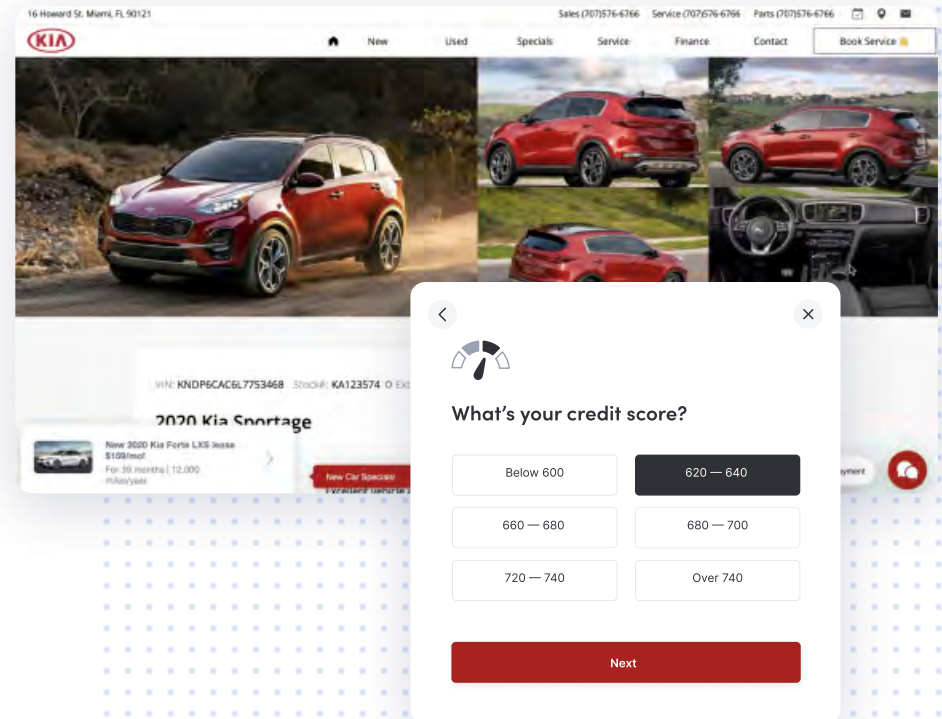


## THE SALES ACCELERATION FRAMEWORK

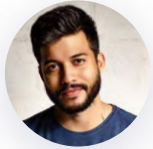


Suzanna has been clicking back and forth between a Kia Sportage, and credit information. She jumped into digital retailing and has brought up her payment options. She's estimated her credit score on the low end.

If you're armed with this information, you can approach Suzanna with a helpful introduction. You can let her know you'll help her get the best payment possible, and get her approved so she can move forward in confidence. You can start building trust.

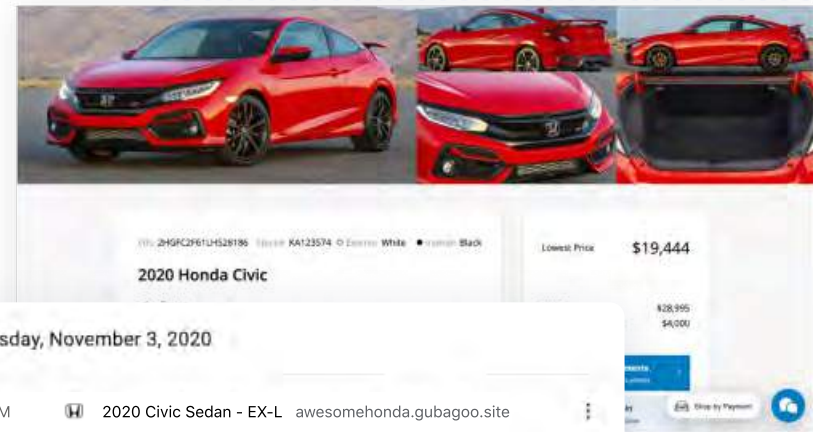


## THE SALES ACCELERATION FRAMEWORK



Jesse is still on the site, 5 minutes after booking his service appointment. He keeps looking at the higher end Civic trims.

Wouldn't it be great to ask him if he has any questions about the trim levels? Perhaps you can schedule a test drive when he comes in for service?



### Today - Tuesday, November 3, 2020

- 10:46 AM 2020 Civic Sedan - EX-L awesomehonda.gubagoo.site
- 10:45 AM 2020 Civic Sedan - Touring awesomehonda.gubagoo.site
- 10:42 AM 2020 Civic Sedan - EX-L awesomehonda.gubagoo.site
- 10:42 AM 2020 Civic Sedan awesomehonda.gubagoo.site
- 10:36 AM Awesome Honda Site awesomehonda.gubagoo.site

## Stage 3: Personalize

If you have an absence of data, most dealerships resort to casting a wide net, hauling in one unqualified lead after another, and passing everything to their sales team.

But even the best salespeople can't work miracles. Low-quality leads always drive a low return on investment. And they are really bad for morale.

Have you ever heard someone say "website leads stink?" Perhaps they aren't that polite about it?

If we shovel a relentless volume of uniformed interactions to sales or a BDC, throw it over the fence and say, there you go - it's going to be daunting.

Each customer's path to purchase is unique. The best performing dealerships are immediately responsive with a more dynamic buying conversation that's based on the individual buyer's needs, desires, and pain-points.

It's not about you. It's about them.

So, in this third stage of Sales Acceleration, your goal switches. Let's be super nerdy here and call it **pipeline**.

# What Pipeline are You Smoking?

Instead of engaging a broad audience, the strategy here is to target specific groups of potential buyers and deliver the personalized experience they're looking for.

Your paid traffic gets one experience while existing customers enjoy a different one. Your high-value targets—they get the red carpet.

Many of us across the industry have tools that provide you with insight. When you're using our software, you can see what campaign drove them to the site, and what their click path has been. That's really valuable information! Are they casually researching? Or are they obsessed with a vehicle?

Gubagoo's scoring tech is called the BEAST. We help to flag, based on signals, the likelihood that you've got a motivated buyer at the right point in the buyer's journey, and therefore that this is the right time to engage with them. It helps you customize your interactions.

By lifting the curtain on your audience, you can align your offer and your messaging. Suddenly, your visitors aren't receiving the same generic experience.

The screenshot displays a user profile for Ben Walker. At the top, there are tabs for 'About', 'Lead', and 'Deals'. The profile includes a circular avatar with the initials 'BW', the name 'Ben Walker' with a verified badge, and a status 'Online - Last seen 3:23 pm'. Below this is contact information: a phone number '123-456-7890', an email address 'milesmorales@gubagoo.com', a location 'Boca Raton, FL, 33433', and a chat ID '12345678'. A section titled 'Clickpath' shows a list of two links with timestamps. The first link is '.../gmc.htm?search-?modal=Sierra+2500HD\$normalBodyStyle=Truck&normalFuelType=Diesel&saveFacetState=True&LastFacetInteracted=inventory-listing1-facet-anchor-fnormalfuelType-0' with a timestamp of '3 min ago'. The second link is '.../GMC/2020-GMC-Sierra+2500-592500910a0e0ae75f1d9dd09ff1af31.htm'. A 'Behavior' section shows a score of 8/10, last visit 'Today at 3:23pm', first visit '6 months ago', and website visits '2 Visits'.

## Stage 3: Personalize

When you are operating in Stage Three of Sales Acceleration, you are now addressing their background, motivation, challenges, and needs.

Sales reps can instantly target high-value prospects and review what they're looking for, and where they've been on your site.

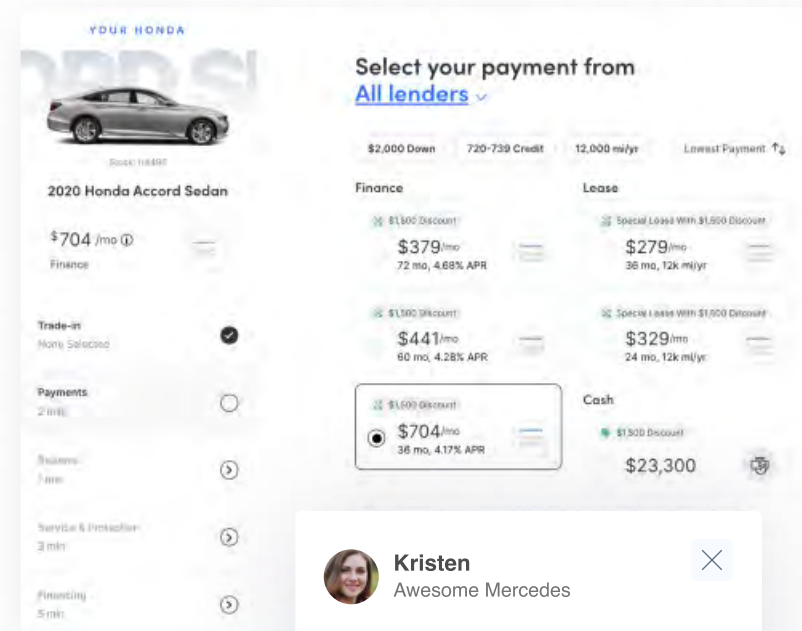
Ineffective, generic conversations are out. Now we're all about highly personalized interactions—built around each individual buyer.

When you deliver that sort of experience, you delight your buyers.

More than **70%** of customers expect companies to interact in real-time.

And **64%** expect experiences to be tailored to their past interactions.

When you align your customer experience to those expectations, you will dramatically increase the likelihood of conversion, and you improve your return on your staff time.



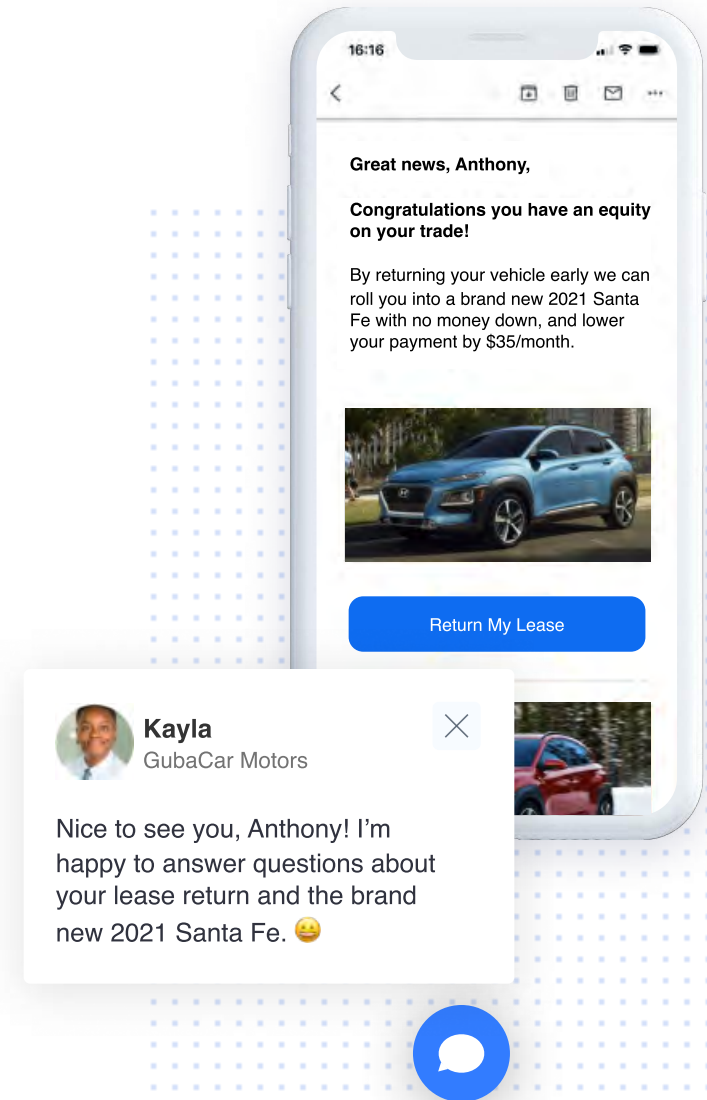
## Stage 4: Expand

OK, so you've engaged. Your team has jumped in to qualify and accelerate the deal. And you are personalizing those conversations with contextual data.

At this point, you will absolutely be moving your leads through to sale at an accelerated rate. And, you'll be selling more, because you are delighting customers along the way, building trust and rapport.

But there's a stage 4. It's what happens after the sale. It's about expanding the business of that customer.

The three things that won you the customer in stages 1-3 are now used to earn their service business, and their future sales. You continue to delight the customer with personalized digital experiences that have a human touch, every time they interact with your dealership.



Retaining existing clients is **five times less expensive** than finding new ones.

If you want your store to be profitable, that customer experience after they drive away has got to be amazing as well.

Seth Godin has a great quote that can serve as a guiding light:

“What people want is to be understood and to be served, not merely to witness whatever you feel like doing in a given moment.”



**Seth Godin**  
Author and Entrepreneur

## THE SALES ACCELERATION FRAMEWORK

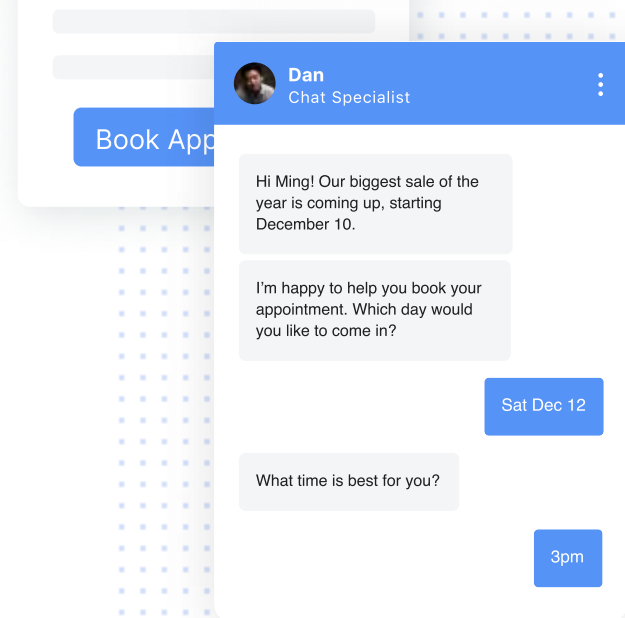
Any dealership that can anticipate needs, and be helpful in their communications, will win customer's hearts.

Helpful isn't what you want them to do. Helpful is being available and saying hello through various channels when you know they have questions arising.

It's about making their service bookings easy, their lease returns smooth, their upgrades feel like you are reading their minds.

By getting to customers faster, connecting them with the right people, and guiding them to the right resources, you deepen each customer's connection with your business.

That increases their value, and drives more revenue.





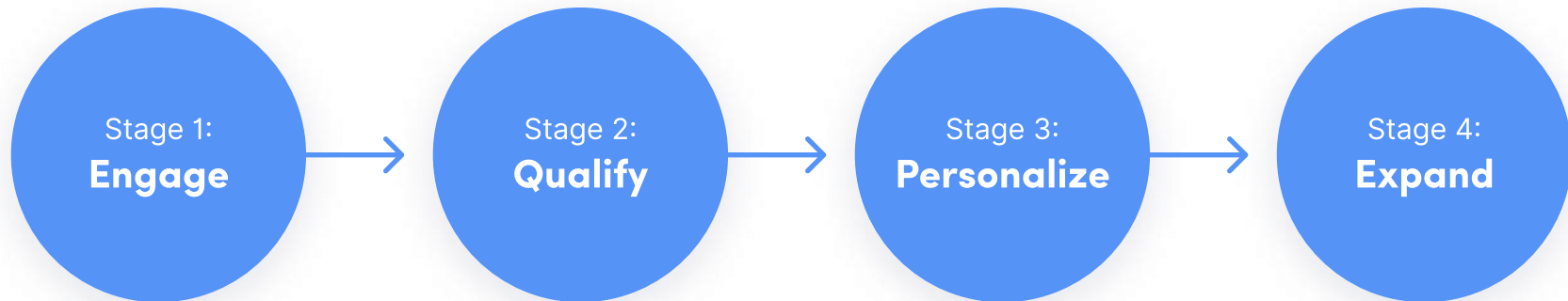
## THE SALES ACCELERATION FRAMEWORK

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Those are the four stages of Sales Acceleration.

If it sounds daunting, take a deep breath, and take it a step at a time.

And if it sounds exciting—take a deep breath, and take it a step at a time!



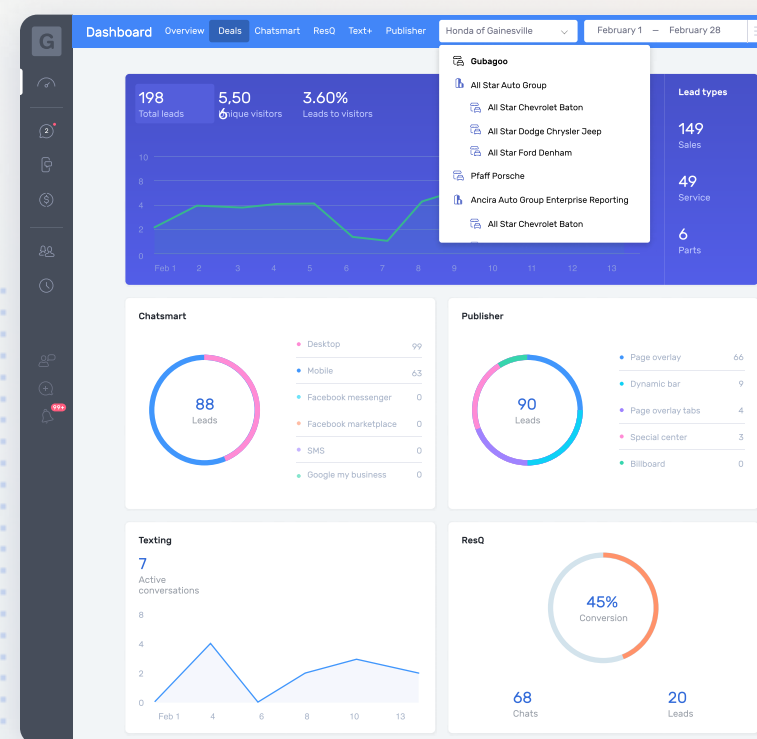
# Sales Acceleration Metrics

This doesn't come together overnight. It's not a quick fix. It takes strategy. It takes people and process.

Now, we can't look at a framework without discussing metrics. When you're thinking from a Sales Acceleration perspective, the way you think about measurement changes.

The biggest change? We're no longer measuring leads. And hallelujah - let's break that cycle, shall we?

Our vendor and dealer obsession with leads as the holy grail is causing immeasurable damage to our industry, by putting the focus on a low value metric that can easily be gamed, and is rarely measured fairly.



## SALES ACCELERATION METRICS

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Marketers, do you want to really up your game? Own revenue. Or even better—own profit. If that’s what you’re held accountable to, your game plan will transform.

Sales acceleration strategies will become your friend. And marketing/sales alignment becomes an imperative. It’s really frightening - especially for our overworked, underappreciated tier 3 marketers. But it sure does put the focus in the right place.

When you’re talking metrics internally—humanize them!

Don’t talk about UVs or traffic—talk about people.

68 people clicked on this ad, and 17 of those people engaged in a conversation, creating 6 leads, 5 prospects, and 6 opportunities. 3 of them have converted to a sale so far.

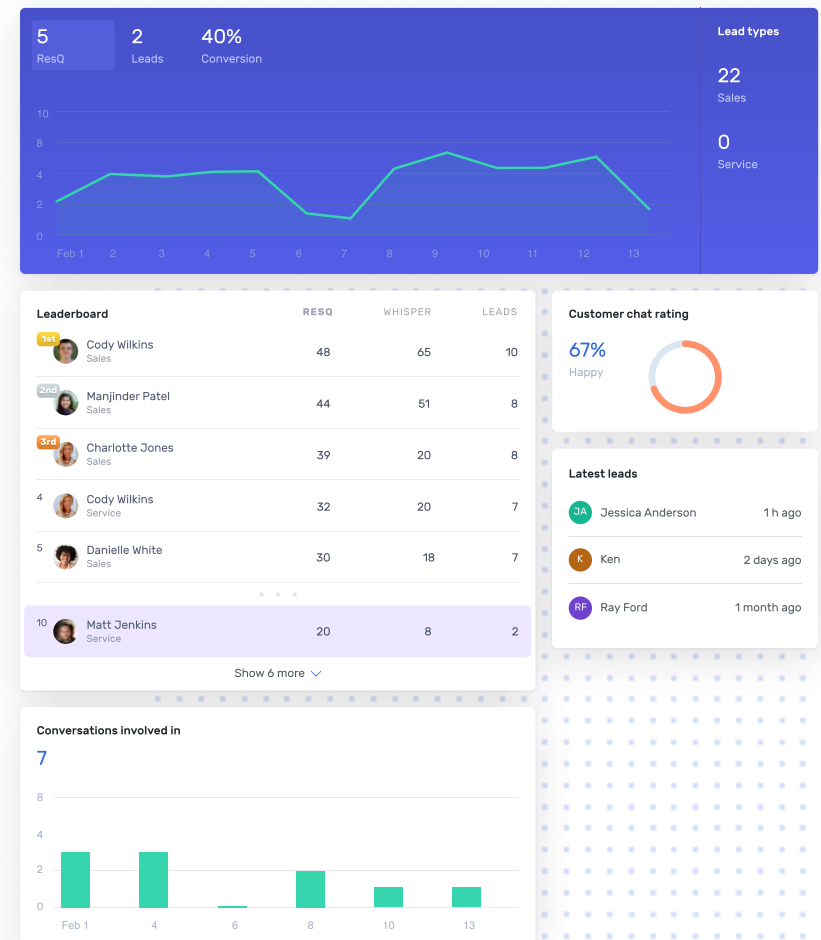


## SALES ACCELERATION METRICS

In this brave new world, multi-touch attribution replaces lead volume ranking. Marketing is a journey—no buyer of yours did just one thing to arrive in your sales tally. Google says they've taken over 900 digital interactions, of which a handful belong to you. Every single one of those that you own played a part.

Engagement metrics become increasingly important. What percentage of your traffic is engaging in a conversation? How many of those are qualified in real-time by your team? Where do they end up in the funnel—lead, prospect, opportunity? Did they convert to a sale?

Yes, I know, it really is tough with the big issue we have in automotive—systems that don't play nice with others. Sometimes you have to do some really dirty work—or put in some fancy piping—to be able to rely on these numbers. But if you measure these things, watch things change.



# Incentivizing the Outcome

Finally, how we incentivize and monitor our team in the dealership really matters.

“Show me the incentive, and I will show you the outcome.”



**Charlie Munger**  
Investor

This is why we have spiffs for sales people. It's why we reward our children for good behaviour. People work within the system of incentives that have been provided.

Incentives need to be updated for 2021, especially if you're going to deploy Sales Acceleration strategies.

## INCENTIVIZING THE OUTCOME

If your BDC is incentivized on calls and emails, they want to chase leads, because they get paid to make calls and emails. That can create subtle but powerful resistance in your organization to funnel customers through more effective channels.

So let's make sure that our teams are incentivized to create amazing experiences for our online customers.

Consider allocating a set of bonuses to the digital road to the sale. How about incentivizing conversations and response times? What about deals sent? Perhaps even virtual walk arounds or videos sent to customers?

Once you've decided what customers want to experience - and therefore, what behaviour you truly want to incentivize amongst your team - build your reports around that, and watch the change happen.

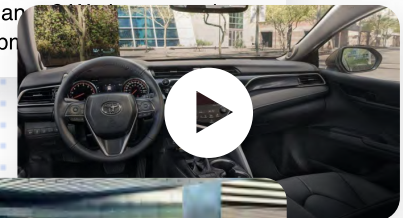
When you have it in place, your people will love it—because their time is focused on the right conversations, in the right moment—and they love happy customers, too.

You'll be more efficient with your human capital, because you're interacting, not chasing.



**Matt Jenkins**, Service Advisor,  
has entered the chat.

Hi Jessica, my name is Matt and I'm a Service Advisor at Uptown Gubacar. When would you like to come in for your tire change?  
at 12pm, 2pm



# Sales Acceleration for the **Win!**

Building a strategy around the principles of Sales Acceleration requires taking a look at your processes, and adapting them to ensure velocity and efficiency.

When you do so, you will see increased profitability.

You'll also see happier customers, alongside happier, productive employees.

The top-performing dealerships in North America are all-in on Sales Acceleration. It's effective—and they are seeing the results.

Tackle the stages one at a time. Map out your strategy. Get your team on board.

And reach out to us here at Gubagoo if we can be of any assistance. As always, we're here for you, 24-7.

Cheers to your future wins!





[gubagoo.com](https://gubagoo.com)  
[hello@gubagoo.com](mailto:hello@gubagoo.com)