

BE READY WHEN OPPORTUNITY CALLS

How to nurture phone leads for more sales



Your leads are on the line

By the time customers call your dealership, they've done their online research and they're ready to buy. As a key source of phone-based leads, Kijiji Autos can help your team get the most from inbound and outbound calls. Discover how prospects use the phone to shop for vehicles and what they expect when they call your dealership, and get proven techniques to help move prospects from the phone to your showroom.

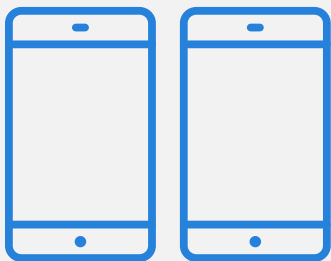
Nearly 40% of leads from Kijiji Autos arrive by phone.



Every lead matters

A study conducted by Kijiji Autos and Car Wars, the auto sales CRM specialists, found that 37% of leads from the Kijiji Autos platform are phone calls. The remaining 63% come from email. While digital commerce has shaken up the automotive industry, the phone is still the most important sales tool you have. Improving your customers' experience on the phone is the easiest way to increase conversion rates.

Nearly all of your customers use a phone



2x

More than twice as many people have called a business as used their mobile phone to fill out an online form in the past month.

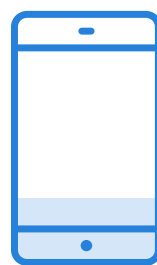


66%

contacted a business by phone versus 22% by social media.

Great phone sales depend on a great phone experience

The fastest way to turn a hot lead into a lost lead is to leave callers on hold or send them to voicemail. In fact, 49% of customers say that long hold times are one of their top annoyances. Which is why it's important that callers be connected to the person on your staff who can best answer their questions, gain agreement, and persuade them to book an appointment.

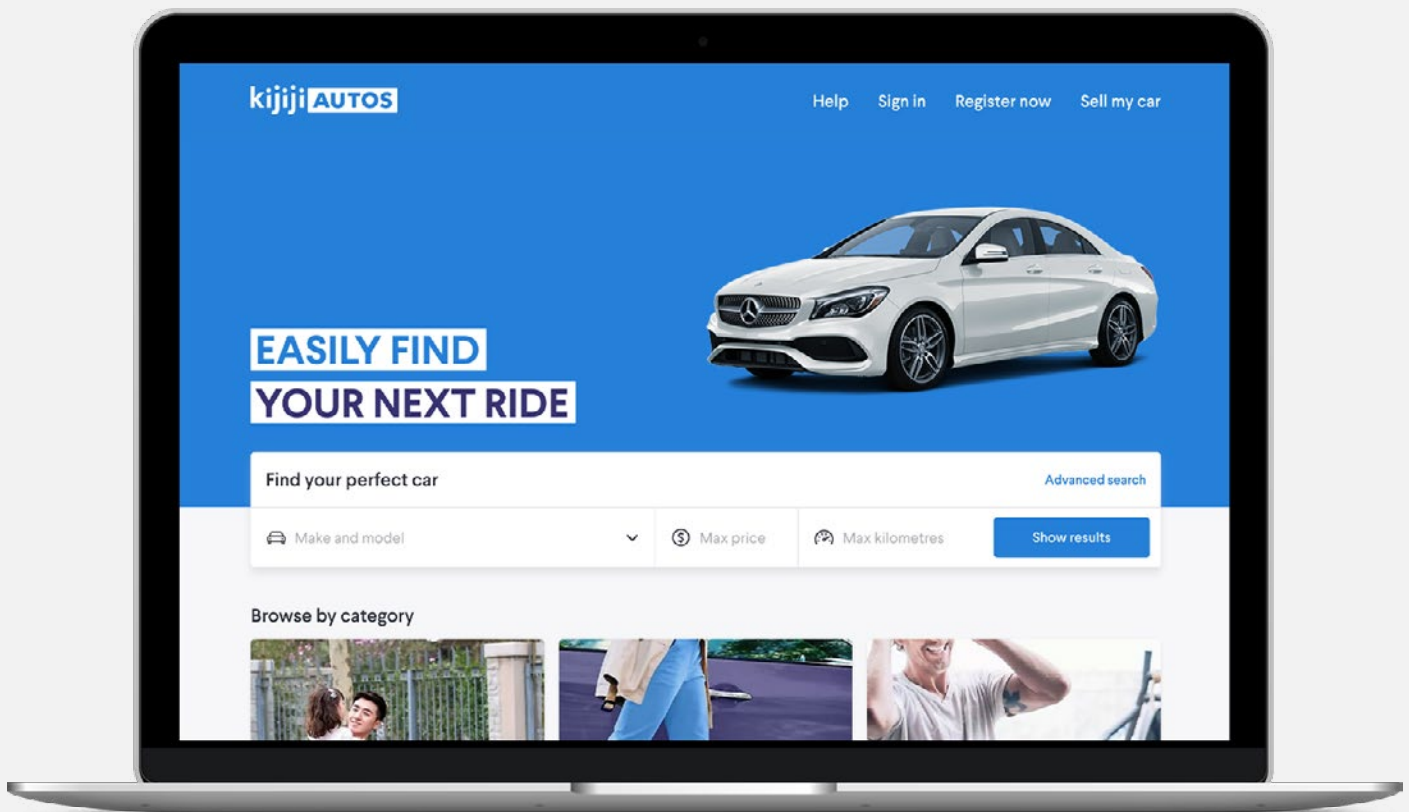


25%

of callers on hold hang up in less than 30 seconds.

Get to know who's calling

Refining your team's phone skills is easy on Kijiji Autos. Your Kijiji Autos package comes with Call Tracking powered by Car Wars. You get a unique phone number that you can apply to your entire inventory on Kijiji. From there, Call Tracking records, identifies, and archives call details so you can collect insights on your prospects and on how your sales team handles phone interactions.



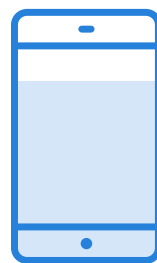
Better phone etiquette means more sales

By the time prospects call your dealership, they're close to making a purchase decision. They're calling to see if they can trust you. Giving them a positive phone experience makes it more likely that they'll buy from you.



Your customers are a tap away

Kijiji Autos makes it easy for prospective buyers to get in touch with you. All Kijiji Autos Business packages include a persistent Call button on your Dealer Page and your listings that lets customers phone your dealership directly. When a customer clicks Call on a new or used listing, that phone call connects to Kijiji Autos through your Call Tracking number.



73%

According to Car Wars, 73% of prospects calling a dealer sales line show intent to purchase.

Learn and earn on Kijiji Autos

Call Tracking records and stores phone calls for a year, which makes it easy to check your team's performance and find coaching opportunities. What's more, Call Tracking logs call details, incoming numbers, and duration of calls so you can start building profiles of your customers and sales performance.



Build your team's phone skills with CRISP from Car Wars

From frontline staff to your sales team, everyone has a role to play in nurturing phone leads. As the exclusive Canadian partner of Car Wars, Kijiji Autos offers access to CRISP, the Car Wars phone skills method. This framework will help your team build their lead nurture skills and own the phone.

Here's how it works

Connect	Request & Invite	Set	Pursue
<p>Put callers in touch with a qualified agent. Never leave them stranded.</p>	<p>Request the desired response and invite the customer to take action.</p>	<p>Agree to a specific date and time, and confirm with a reminder.</p>	<p>Reach out to established customers and new leads, rescue stranded calls, and save missed opportunities.</p>
<p>Prospects expect their calls to be answered quickly by someone who can respond to their questions and service their needs.</p>	<p>Once a shopper indicates an interest in buying or leasing a vehicle, the staff member handling the call has two critical goals:</p> <ul style="list-style-type: none"> • Create positive emotions around the idea of owning that vehicle. • Create opportunities for the customer to take action by inviting them to the dealership. 	<p>There are two key tactics to employ when setting the appointment:</p> <ul style="list-style-type: none"> • Create a vision for the visit in your customer's mind. • Gain an affirmation for the date and time of the appointment. <p>Helping a customer visualize the experience makes the purchase more fun and exciting.</p>	<p>It takes an average of eight calls to get a customer back on the phone, so managing a well-defined effort to return calls is critical to pushing deals through the funnel.</p>

Dial up your customer service

Kijiji Autos is an excellent source of leads, with close to half of them arriving at your dealership by phone. So the fastest, easiest way to get an immediate lift in revenue is simply to get better at handling calls. Your Kijiji Autos package offers everything you need to help you level up your phone game and dial up your revenue.

For more information, connect with your Kijiji Autos rep.
To learn more about CRISP, check out Car Wars at [carwars.com](https://www.carwars.com).

Source: AutoCanada Data Study, Car Wars and Kijiji Autos, 2019.

