

e-Strategies Series

Designed for all dealership personnel who interact with clients electronically for sales, service, or parts opportunities to do business.

ES series teaches today's best practices for converting all forms of electronic communications across all dealership departments. ES series provides innovative and proven tactics for engaging with clients and converting opportunities into appointments that show and choose to do business with the dealership. ES touches on key skills to maximize engagement via text, email, and phone. These unique skills are critical in converting these opportunities.

- ES101** **Knowing Today's Clientele** - Knowing the new consumer - Demographics, NEO vs. Traditional, Generations X, Y and Z driven attitudes and behaviors, and all sorts of new data
- ES102** **Permission Based Engagement** - How to apply the "Permission Based Engagement" rule. How to earn permission and what to do when you can't get it
- ES103** **Write Succinctly & Specifically** - How to write emails that fit within the screen of a mobile device
- ES104** **Texting Today's Clientele** - How to use and leverage text for appointment setting and follow-up
- ES105** **Volleying Videos I** - How to use video to engage, reengage, entice and set more appointments with your clients
- ES106** **Volleying Videos II** - More on how to use video to engage, reengage, entice and set more appointments with your clients
- ES107** **Converting Inbound Web Calls** - How to convert inbound web-calls and how to effectively follow-up on the phone when you have permission
- ES108** **The 35-Day Relationship** - How to design your intelligent strategy for professionally aggressive follow-up for some longer-term buyers