

DIGITAL MARKETING STRATEGY AND CURRENT eBUSINESS PROCESSES

For use by ADP Digital Marketing System Certified Consultants

Dealership: _____ Location: _____ Date: _____

Primary URL: _____ Phone: _____ Fax: _____

Dealer Principal: _____ Direct Phone: _____ Email: _____

General Manager: _____ Direct Phone: _____ Email: _____

Internet Sales Manager: _____ Direct Phone: _____ Email: _____

Business Development Manager: _____ Direct Phone: _____ Email: _____

New Vehicle Manager: _____ Direct Phone: _____ Email: _____

Pre-Owned Manager: _____ Direct Phone: _____ Email: _____

Service Manager: _____ Direct Phone: _____ Email: _____

Parts Manager: _____ Direct Phone: _____ Email: _____

Business Office Manager: _____ Direct Phone: _____ Email: _____

1. Facility Address: _____

1. City: _____ State: _____ Zip: _____

2. Mailing Address: _____

3. OEM Region: _____ District: _____ Zone: _____ Zone Manager: _____

3. OEM Dealer No.: _____ P & A Code: _____ Comments: _____

Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

1. MONTHLY SALES RESULTS:

	Current:	Objective:
<u>1A. Overall Dealership Operations:</u>		
Total Store Volume	_____	_____
New Volume	_____	_____
Used Volume	_____	_____
Gross Profit PNVR	_____	_____ (available by model line?)
Gross Profit PUVR	_____	_____ (available by model line?)
Showroom Traffic	_____	_____
Write-Up / Traffic %	_____	_____
Showroom Closing %	_____	_____
<u>1B. eBusiness Operations:</u>		
Monthly Internet Sales	_____	_____ ¹
eSales Volume - NEW	_____	_____ ¹
eSales Volume - USED	_____	_____ ¹
Gross Profit - PNVR	_____	_____ ¹ (available by model line?)
Gross Profit - PUVR	_____	_____ ¹ (available by model line?)
Total Leads - Volume		_____ ²
New Vehicle Leads #	_____	_____ ²
Used Vehicle Leads #	_____	_____ ²
Dealer Web Site(s) Lead Volume:	_____	_____ ²
OEM Web Site(s) Lead Volume:	_____	_____ ²
3 rd Party Providers Lead Volume:	_____	_____ ²
<u>Initial Response Lead Management Process:</u>		
Email Average Response Time:	_____	_____ ³
Phone Call Response Time:	_____	_____ ³
Overall Sales/Leads Received %		_____ ³
Direct Phone Contact/Leads %	_____	_____ ³
Appointments/Leads %	_____	_____ ³
Showroom Visits/Appointments %	_____	_____ ³
Sales/Showroom Visits %	_____	_____ ³
No Response Leads/Total Leads %	_____	_____ ³

Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

2. DIGITAL MARKETING & SALES STRATEGY:

Is Dealer satisfied with the **Results** from **Digital Marketing and Sales Operations**? ¹ **Yes** **No**

What are those results, and why is dealer either satisfied or unsatisfied? ¹

What **Challenges** is the dealership experiencing with **Digital Marketing and Sales Operations**? ^{2 / 3}

Strategy to overcome these **Challenges** and get from the **Now** (is), to where they want to be **Tomorrow** (should)? ³

Has the **dealership's management team** participated in a **Digital Marketing Strategy Workshop**? ³ **Yes** **No**

IF YES, describe the outcome:

Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

3. DIGITAL MARKETING OPTIMIZATION:

- Dealership has their own web site that is 100% controlled by the dealer? Yes No
- Dealership has an OEM mandated, provided or controlled web site? Yes No
- Dealership has Campaign Specific, Specialized Content Micro Sites? Yes No
- Dealership has Spanish Language Latino Targeted web site? Yes No
- Dealership has 1 or more Advertising Campaign Landing Pages? Yes No

ONLINE ADVERTISING

- Dealership has a Google Adwords Account? Yes No Dealership has an Outside SEM Services Provider? Yes No
- Dealership has a Yahoo Panama Account? Yes No Dealership has a Web Advertising Provider? Yes No
- Dealership develops paid search advertising campaigns and runs Keyword bid CPC Sponsored Link Text Ads? Yes No
- Dealership develops and runs Google Content Network Site Targeted ad campaigns using CPM based bidding? Yes No
- Dealership has created and runs Google Local Business Ads? Yes No
- Dealership has used previously created TV commercials to create and run Google Video Ads? Yes No
- Dealership has created and maintains a free YouTube page that displays OEM & Store video clips? Yes No
- If yes to YouTube, has a URL been acquired and pointed to their YouTube Page?* Yes No
- If yes to YouTube URL, what is it?* _____

Dealership has created and maintains Google Gadget Ads? Yes No Circle One: **Paid - Unpaid**

What is the primary (#1) advertised URL?

Additional URL's owned by Dealership:

- URL #2: _____ Directs Browser to: _____
- URL #3: _____ Directs Browser to: _____
- URL #4: _____ Directs Browser to: _____
- URL #5: _____ Directs Browser to: _____
- URL #6: _____ Directs Browser to: _____
- URL #7: _____ Directs Browser to: _____
- URL #8: _____ Directs Browser to: _____
- URL #9: _____ Directs Browser to: _____
- URL #10: _____ Directs Browser to: _____
- URL #11: _____ Directs Browser to: _____
- URL #12: _____ Directs Browser to: _____

Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

Does dealer make use of any URL's that are NOT OWNED by the dealership? Yes No

What is Dealer's advertising strategy to drive visitors to Dealer's web site?

What can a customer do on Dealer's web site(s)?

What is Dealer's strategy for driving web site visitors to visit the dealership in person?

What is Dealer's strategy for using their web sites to generate incoming sales related phone calls?

What is Dealer's strategy for compelling web site visitors to submit Internet Leads?

Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

Please Describe Dealer's:

Tracking and Handling of Digital Marketing Generated Incoming Phone Leads?

Tracking and Handling of eLeads?

Showroom Sales Process when eLead Appointments Show Up?

F&I Process for Online Credit Applications?

Delivery Process for eBusiness Sales?

eBusiness Sold Follow-Up Process?

What is Dealer's pricing philosophy for Internet Quote Requests?

What percent of Dealer's showroom visitors do online research before coming in?

What percent of Dealer's salespeople have been trained to use online research?

What types of training have the showroom sales people had to prepare them for Web-Informed customers?

What additional training does the Sales Staff need?

Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

How is Dealer using Digital Marketing to increase the efficiency and revenue within Fixed Operations?

How does the Dealer measure or evaluate Digital Marketing success?

Does Dealer have an Digital Marketing budget? Yes No How much is it? _____ Month / Year

Has the Dealer registered all URLs for indexing with Google, Yahoo and MSN search engines? Yes No

Has the Dealer evaluated indexable text content and used balancing of key words throughout store's web sites? Yes No

Does the OEM's web site have a dealer search feature that has a working link to the Dealer's web site? Yes No

Is Dealer getting: Leads from OEM's web sites? Yes No **3rd Party** Leads from OEM? Yes No

Are OEM referred leads being sent into Dealer's primary Lead Management system, application or tool? Yes No

What (if any) 3rd Party Lead Providers is the dealer currently enrolled with?

Name of Lead Source on Invoice/LMT:	Lead Volume:	Monthly Sales:	Subscription Fee:	Per Lead Fee:

Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

Does dealership have any links showing up on local/regional web sites? Yes No

Please List:

Does dealership have any links showing up on Enthusiast or Model/Brand-Specific web sites? Yes No

Please List:

Where does the Dealer have relevant URLs linked to dealer's online properties published or listed?

Does Dealer have any Links or Banner Ads on any other web sites? Yes No

IF YES, describe:

Is the dealership's URL displayed or listed anywhere without additional cost? Yes No

IF YES, list how:

Is the dealership's URL displayed, linked to or listed anywhere online using paid advertising? Yes No

IF YES, list how:

Is the dealer advertising/promoting Dealer's web site to **internal customers**? (vendors, employees, wholesale) Yes No

IF YES, describe:

Is the dealer advertising/promoting Dealer's web site to **current customer/owner base**? Yes No

IF YES, describe:

Is the dealership advertising/promoting their web site to **customers in Dealer's Area of Responsibility**? Yes No

IF YES, describe:

Is the dealership advertising/promoting their web site to **customers outside the Dealer's local market area**? Yes No

IF YES, describe:

Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

Does dealer have an e-mail marketing campaign strategy? Yes No

IF YES, describe it: _____

Is the dealer getting permission from customers to contact them by email about new products or promotions? Yes No

IF YES, describe how this works: _____

Is dealership collecting showroom visitor e-mail addresses in the sales department? Yes No

IF YES, describe how this works: _____

Do Service Advisors collect/update e-mail addresses in the service department? Yes No

IF YES, describe how this works: _____

Is dealership appending email addresses into marketing database using a paid service? Yes No

IF YES, describe how this works: _____

Does dealer register customers for web based owner services offered by OEM at the time of sale? Yes No

IF YES, describe how this works: _____

Is the dealer giving customers the option to be taken off of Dealer's e-mail marketing list? Yes No

IF YES, describe how this works: _____

Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

4. INTERACTIVE WEB SITES:

Does dealership have web sites that can be modified and/or updated by dealership staff? Yes No

How many web sites does the Dealer have? _____

Who designed the Dealership's primary full featured web site? _____

Who supplies/hosts Dealer's web sites?

Web Site Provider 1: _____

Web Site Provider 2: _____

Web Site Provider 3: _____

Web Site Provider 4: _____

Web Site Provider 5: _____

Is the dealer satisfied with the current portfolio of dealership web sites? Yes No

Check the features/functionality that the Dealer's primary web site includes:

- | | |
|---|--|
| <input type="checkbox"/> Research Product information | <input type="checkbox"/> Make-An-Offer Feature for Actual Inventory |
| <input type="checkbox"/> Multi-Brand Vehicle comparisons | <input type="checkbox"/> Map showing dealership's location |
| <input type="checkbox"/> Inventory Search engine | <input type="checkbox"/> Directions to dealership using customer's address |
| <input type="checkbox"/> New Vehicle inventory | <input type="checkbox"/> Photos of customers w/Vehicles purchased |
| <input type="checkbox"/> Used Vehicle inventory | <input type="checkbox"/> Photos of dealership and personnel |
| <input type="checkbox"/> High-Quality inventory pictures | <input type="checkbox"/> Service appointment request using online forms |
| <input type="checkbox"/> Build-A-Vehicle configurators | <input type="checkbox"/> Parts order/request using online forms |
| <input type="checkbox"/> Internet Pricing – Quote Request | <input type="checkbox"/> Customer-utilized/controlled Personal web page |
| <input type="checkbox"/> Dealer Invoice information | <input type="checkbox"/> Access to Owners manual and Warranty information |
| <input type="checkbox"/> Trade Appraisal Request Form | <input type="checkbox"/> Register for Service reminders, recalls & campaigns |
| <input type="checkbox"/> Links to information sites (kbb/Edmunds) | <input type="checkbox"/> Accessories descriptions/pricing/ordering |
| <input type="checkbox"/> Monthly Payment Estimators | <input type="checkbox"/> Employment opportunities at dealership |
| <input type="checkbox"/> Secure Online Financing Application | <input type="checkbox"/> Live or Intelligent chat functionality |
| <input type="checkbox"/> Secure Online Credit Approval | <input type="checkbox"/> Customizable Online Forms |
| <input type="checkbox"/> Lease vs. Buy Comparisons | <input type="checkbox"/> Dealer-Customizable web pages & text |
| <input type="checkbox"/> Great Deals/Promotions/Best Buys | <input type="checkbox"/> Web stats package |

Who has overall responsibility and accountability for accuracy of Dealer's online inventory? _____

How does Dealer's online **NEW VEHICLE INVENTORY** get updated? _____

How does Dealer's online **USED VEHICLE INVENTORY** get updated? _____

How frequently is Dealer's online inventory updated (*Sold units purged + New Inventory added*)? _____

Who collects/documents detailed **USED VEHICLE** specifications, options and descriptions? _____

Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

Who inputs/data entry for **USED VEHICLE** information into the DMS inventory?

Are **USED VEHICLE** retail selling prices entered into the DMS inventory – Vehicle Management System? Yes No

Who sets **USED VEHICLE** retail prices that are shown in the DMS and/or the web site?

How are **USED VEHICLE** retail prices determined?

How accurate is Dealer's online inventory - **NEW VEHICLES**? 10% 20% 30% 40% 50% 60% 70% 80% 90%+

How accurate is Dealer's online inventory - **USED VEHICLES**? 10% 20% 30% 40% 50% 60% 70% 80% 90%+

Dealer's online vehicle descriptions include listing of standard equipment – **NEW VEHICLES**? Yes No

Dealer's online vehicle descriptions include each specific vehicle's optional equipment – **NEW VEHICLES**? Yes No

Dealer's online vehicle descriptions include listing of standard equipment – **USED VEHICLES**? Yes No

Dealer's online vehicle descriptions include each specific vehicle's optional equipment – **USED VEHICLES**? Yes No

Who takes digital photos of **USED VEHICLES**: _____ How many photos of each vehicle? _____

How and when are Dealer's **USED VEHICLE** pictures updated when fresh inventory comes in?

How and when are Dealer's **USED VEHICLE** descriptions and equipment updated when fresh inventory comes in?

Where are **USED VEHICLE** pictures taken (what background shows)?

Does dealership send **USED VEHICLE** inventory data to 3rd party online listing services? Yes No

Autotrader.com eBay Motors Cars.com OEM Certified Pre-Owned Listing Sites

Yahoo!Autos.com MSNauto.com CarsDirect.com Kelley Blue Book Classifieds

Edmunds.com UsedCars.com LocalAutoMall.com Auction-USA.com AutoNet.com

How does **USED VEHICLE** data and photos get transmitted to online inventory listing services?

Dealer lists market-competitive prices on the web for **USED CARS**? Yes No Who's responsible? _____

IF NO, describe why:

IF YES, describe how **USED VEHICLE** competitive pricing is calculated:

Are **USED VEHICLE** special offers and promotions published/posted on dealership's web site? Yes No

IF YES, how often are specials updated? _____ Are Sold units automatically deleted? Yes No

Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

Who is responsible for updating **USED VEHICLE** Specials and promotions? _____

Describe dealer's use of **USED VEHICLE** specials and promotions on the web:

Who takes digital photos of **NEW VEHICLES**: _____ How many photos of each vehicle? _____

How and when are Dealer's **NEW VEHICLE** pictures updated when fresh inventory comes in?

Are **NEW VEHICLE** special offers and promotions published/posted on dealership's web site? Yes No

IF YES, how often are specials updated? _____ Are Sold units automatically deleted? Yes No

Who is responsible for updating **NEW VEHICLE** Specials and promotions? _____

Describe dealer's use of **NEW VEHICLE** specials and promotions on the web:

Are **FINANCING** special offers and promotions published/posted on dealership's web site? Yes No

IF YES, how often are specials updated? _____ Are expired offers automatically deleted? Yes No

Who is responsible for updating **FINANCING** Specials and promotions? _____

Describe dealer's use of **FINANCING** specials and promotions on the web:

Are **SERVICE DEPARTMENT** special offers and promotions posted on dealership's web site? Yes No

IF YES, how often are specials updated? _____ Are expired offers automatically deleted? Yes No

Who is responsible for updating **SERVICE DEPARTMENT** Specials and promotions? _____

Describe dealer's use of **SERVICE DEPARTMENT** specials and promotions on the web:

Are **SERVICE CONTRACT** special offers and promotions published/posted on dealership's web site? Yes No

IF YES, how often are specials updated? _____ Are expired offers automatically deleted? Yes No

Are **PARTS & ACCESSORY** special offers and promotions published/posted on dealership's web site? Yes No

IF YES, how often are specials updated? _____ Are expired offers automatically deleted? Yes No

Are **NAMES** and **CONTACT INFORMATION** for dealership staff listed on dealership's web site? Yes No

IF YES, WHO updates information? _____ Are management and staff photos displayed? Yes No

Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

5. INFRASTRUCTURE:

A dedicated place that is noise insulated provided for Dealer's eBusiness Operations/BDC/Internet Dept.? Yes No

Dedicated PC(s): Yes No Dedicated phone line(s): Yes No Dedicated printer, copier and fax? Yes No

What type of Internet Access?

Connectivity to DMS/OEM systems: Local Area Network (LAN) Wide Area Network (WAN) Standalone PC

What Internet Lead Management Software does dealership use to receive and manage eLeads?

What Incoming Sales Call Tracking System does dealership use?

What Showroom Traffic Management System does dealership use?

Does dealer use email templates? Yes No Does dealer use wireless notification of Incoming eLeads? Yes No

Does dealer have these wireless communication tools: Email Device? Yes No Mobile Phones? Yes No

Phone Contact presentations/scripts? Yes No Presentation Book? Yes No Posters? Yes No

Dealership Management System (DMS)? ADP R&R UCS EDS Other

Does the eBusiness/Lead Management Staff have access to DMS inventory and pricing information? Yes No

IF NO, How do they get this information?

Does the eBusiness staff have access to and make use of the following items?

Digital Camera Appointment Board Showroom Welcome Board Results Board

Does dealership have broadband Internet access for showroom sales staff when working with customers? Yes No

Describe any unique Infrastructure characteristics or challenges that dealership has in place:

Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

6. PEOPLE:

A. Does dealer have a Business Development Center (BDC or CRC)? Yes No B. Full Time Manager: Yes No
 C. Full Time Customer Service Reps (CSR): Yes No **If yes to 6A, 6B or 6C, then please place a check mark in appropriate boxes below to indicate which customer communication tasks are currently being handled by BDC:**

Inbound Contact Opportunities	Yes	No	Outbound Contact Activities	Yes	No
Appointment Shows – Greet Customers:			Unsold Sales Prospects		
Phone – Incoming Sales Calls			Sold Customers		
Internet – New or Recycled Leads			Prospecting Fresh Business		
Service – Phone, Email or Service Drive			Service – Phone, Email, USPS		

- Does dealer have Internet Sales Specialists handling eLeads? Yes No
 Does the BDC schedule appointments for the Internet Sales Specialists? Yes No
 Do the Internet Sales Specialists handle eLeads from 1st response to delivery? Yes No
 Does the BDC handle eLeads from after ISS's make 1st response to an inquiry? Yes No
 Does the BDC handle eLeads when they first arrive in dealer's CRM tool? Yes No

How many people get involved with the handling of an individual eLead? _____

List the names of people handling eLeads and their Lead Management Process (LMP) responsibilities:

Name:	Job Title:	Email Responses	Phone Contact	Demo Drives	Close Sales
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
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		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

What have the people handling eLeads been trained to do? _____

Dealership: _____ Location: _____ Date: _____

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What additional training (if any) has been scheduled or is needed?

Outline the job description and responsibilities of Dealer's Internet Sales Specialist(s):

What is Dealer's Internet Sales Specialist pay plan?

What is the typical weekly work schedule for Dealer's Internet Sales Specialists/Manager(s)?

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

What type of training have Dealer's Internet Sales Specialists/Managers had?

What senior manager is responsible for supervising the Internet Sales Specialists/Managers?

What manager is responsible for performance metrics and sales from eBusiness Operations?

What is the "eBusiness Director's" specific role and job responsibilities? (if there is one)

Who is responsible for proper handling of **ONLINE SERVICE APPOINTMENT** requests?

Who initially receives **ONLINE SERVICE APPOINTMENT** requests from Dealer's web site?

Who is responsible for proper handling of online **PARTS ORDERS & PURCHASE** requests?

Who is responsible: **CONFIDENTIALITY** & handling of online **EMPLOYMENT APP.'s**?

Who is responsible: **CONFIDENTIALITY** & handling of online **CREDIT APP.'s**?

Who is responsible: **CONCERN RESOLUTION** & handling of online customer complaints?

Dealership: _____ Location: _____ Date: _____

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7. PROCESS:

How do those responsible for responding to eLeads get notified when new eLeads arrive?

Where are the places that the Dealer's staff can receive and respond to eLeads?

How does dealership route eLeads and assign responsibility for each eLead?

Does dealership cross reference Internet leads with showroom traffic data? Yes No If Yes, how? _____

IF NO, why not?

Does dealership use an automated response for incoming eLeads? Yes No

IF NO, please write down why:

IF YES, attach a copy and check each of the following features contained in the dealership's automated response:

- Acknowledgement of being an automated receipt
- Contact Names, Phone Numbers & Emails
- Map Showing dealership location
- Merge-Codes that auto-list contact information received, along with invitation to reply with corrections and missing information
- Dealership's Hours of Operation
- Explanation of dealership's Internet Customer Service Process
- Direct Links to Value-Added features within dealership's web site
- Directions and an Invitation to visit the dealership in person w/arrival instructions
- Link to Online Credit Application and explanation of Streamlined Sales Process

What is Dealer's first response to an Internet lead? (Indicate the sequence of what is done 1st, 2nd and 3rd)
 _____ Automated Email _____ Personalized Email _____ Phone Call _____ Other Activity: _____

What is the Dealer's initial personalized email response's objectives?

-(Attach copies of Dealer's initial personalized response emails)

If Dealer's initial response is by e-mail, when is the eLead customer contacted by phone?

What are the initial phone call's objectives?

-(Please attach any scripts or forms used when making the call)

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How does dealer handle eLeads when the customer does not include a phone number?

How does dealer handle customers that state in writing that they only want to be contacted by e-mail?

What is Dealer's average personalized email eLead Response time?

What is Dealer's strategy to decrease average personalized eLead Response time?

What are Dealer's monthly volumes and process performance ratios in the following areas:

Total # of Leads Received:	# Appointments Made:	# Appointment Shows:	# Units Sold:
#	#	#	#
Sales/Leads %:	Appts./Leads %:	Shows/Appts. %:	Sold/Shows %:
%	%	%	%

What percent of Dealer's eLeads are looking for:

Selection/Availability: _____ Price (Quote Request): _____ Trade Value: _____ Financing: _____ Payment: _____

What is Dealer's policy for disclosing the dealer invoice on a NEW VEHICLE?

What percent of Dealer's customers do you give a price to in the following stages of the buying process?

Email: _____ 1st phone contact: _____ 2nd phone contact: _____ At dealership: _____ Never: _____ Other: _____

Does dealer provide Lease payments and cash due at delivery information by email? Yes No

Does dealer provide monthly finance payments and down payment due at delivery information by email? Yes No

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Based on the following categories and point system, check the boxes that correspond to Dealer’s current initial Lead Management Process. Then, tally up the total score and enter that score into the box provided at the bottom of the section.

Is Dealer’s dealership’s average Personalized Email Response Time to incoming eLeads:

- 5 Hours or Greater..... 0 Points
- Under 5 Hours..... 1 Points
- Under 3 Hours..... 2 Points
- Under 1 Hour..... 3 Points

The Information that dealership provides in the initial personalized Email Response includes:

- Availability (Specific Vehicle)..... 1 Point
- MSRP (Reference Price)..... 1 Point
- Selling Price..... 1 Point
- Price “Good Until” Date..... 1 Point
- Offer Alternatives (Specific Vehicles)..... 1 Point
- Directions and map to dealership’s location..... 1 Point
- Hyperlinks to dealer web site features..... 1 Point

Dealership reviews each eLead, details and comments submitted by customers, then answers specific customer questions in the initial email response..... 1 Point

Dealership’s Autoresponse and the first personalized email advises customers why direct contact is a benefit, and that phone contact will be attempted..... 1 Point

Dealership calls each customer that submits a phone number (or looks up the number), after responding by email, on SAME business day lead received..... 10 Points

OR, Dealership calls customer after responding by email, on NEXT business day after the lead is received..... 5 Points

Total INITIAL eLead Management Process Points (25 pts. Maximum) =

Dealership: _____ Location: _____ Date: _____

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Examples of Information (other than pricing) requested by Dealer's Customers:

What percent of Dealer's customers are looking for a vehicle that is not in Dealer's inventory?

Does Dealer have a dealer-locate policy for Internet customers? Yes No If yes, what is it? _____

Does Dealer have a strategy for handling product comparisons? Yes No If yes, what is it? _____
(i.e.: Intellichoice, Manufacturers site, web site etc..)

How do Dealer's eLead Management Process specialists access specific vehicle pricing information?

What is Dealer's strategy to handle the customer's trade-in during their research phase?

What is Dealer's strategy for handling the customer's trade-in when they show up at the dealership?

What is Dealer's strategy for handling customer's financing information requests?

Does dealer have financing Applications available online for customer use? Yes No

Does dealer have online access to lender approval information and stipulations? Yes No

What is Dealer's strategy for providing customers dealership arranged financing payments and information?

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Describe Dealer's appointment scheduling process?

Where does Dealer document and track appointments? (Lead management system, Appt. board)

Does Dealer confirm appointments by email? Yes No Does Dealer confirm appointments by phone? Yes No

Does Dealer offer to take the vehicle to the customer for a demonstration drive? Yes No

Does Dealer offer home/work vehicle delivery? Yes No If yes, what percent of Dealer's deliveries? _____

How does Dealer handle eLeads when there is no customer response after initial email and no phone contact is made?

How does Dealer handle customers when phone contact is established and an appointment is not made?

How does Dealer handle eLeads when 2-way email contact is established and original lead had no phone number supplied?

How does Dealer handle the customers who do not show for their appointment?

What is Dealer's strategy and process for handling eLead customers when they come to the showroom floor?

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Does Dealer have an appointment welcome board visible when customers enter showroom? Yes No

IF NO, why?

IF YES, where is it, how and who updates it?

What percent of Dealer's eLead customers, who buy a vehicle, drive the vehicle before they buy it? _____

What is Dealer's **F&I PROCESS** for eLead customers who come in on an appointment and buy?

What is Dealer's **DELIVERY PROCESS** for eLead customers who come in on an appointment and buy?

Is the **BUYING EXPERIENCE** 90 minutes or less for eLead appointments who come in? Yes No

How does Dealer handle the customers who **DO NOT BUY** after coming to the dealership?

Do managers conduct exit interviews with eLead customers? Yes No If yes, who does the interview? _____

What is Dealer's strategy to follow up on **UNSOLD** eLead prospects?

What is Dealer's strategy to follow up on **SOLD** customers that contacted dealer via an eLead before buying?

What is Dealer's process for retaining eLead customer's **SERVICE BUSINESS**?

What is Dealer's process for **repeat-selling eLead customers**, their family and friends?

PROCESS: (Continued on next page)



Dealership: _____ Location: _____ Date: _____

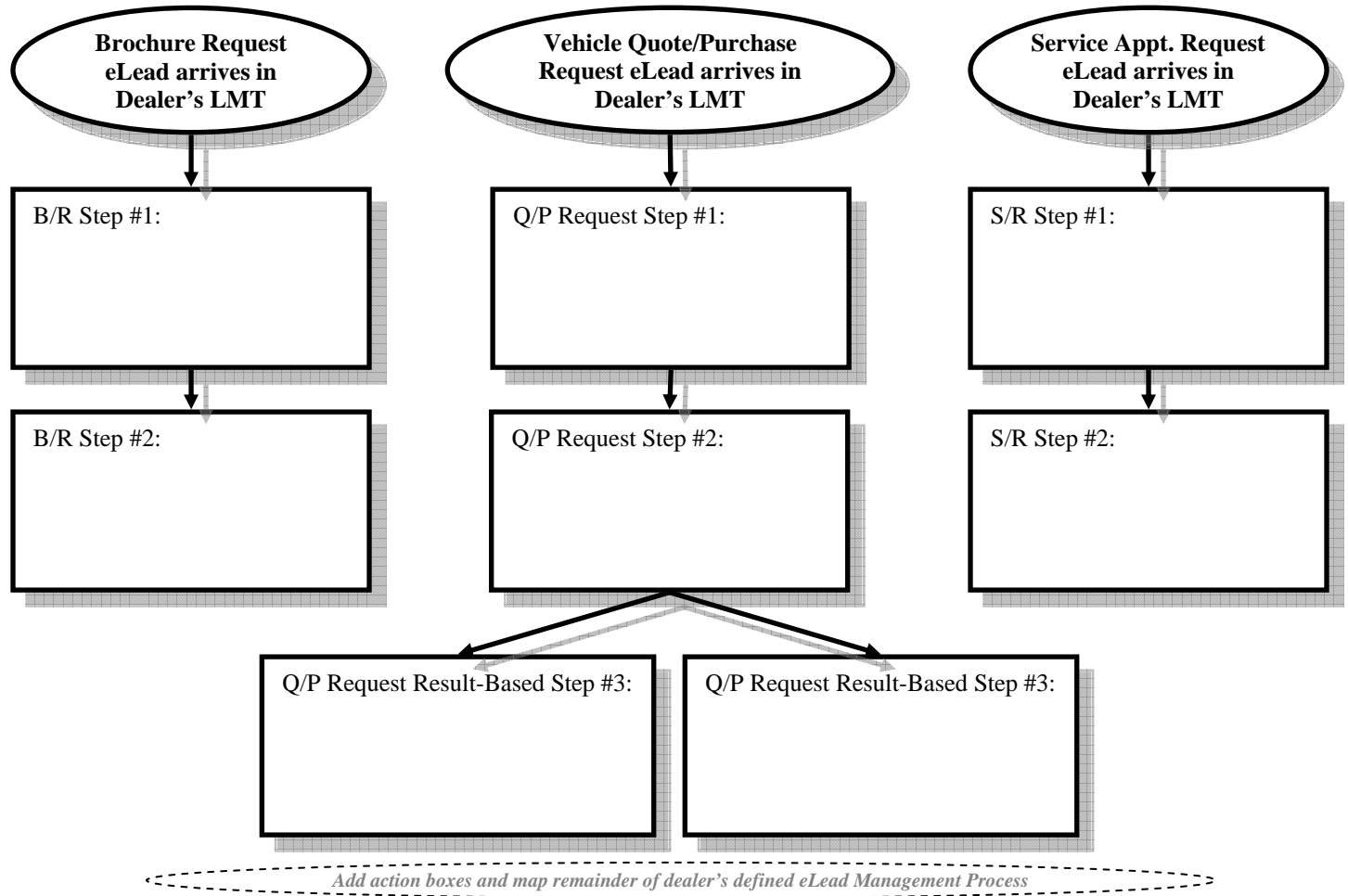
Interviewed: (current page) _____ Position: _____ Consultant: _____

Map Flow Chart outlining Dealer's eLead Management Process from receipt of an eLead to a sale or out to 90 days:



Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____



Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

8. PRICING:

How do you present Dealer's price for new vehicles to eLead customers?

A dollar amount over invoice A percentage over Internet Price Other _____

How do you present Dealer's price for used vehicles to eLead customers?

A dollar amount below book value A percentage below book value One price Other _____

Does dealership establish pricing for Internet Quote Requests? Yes No

If yes, does dealership provide a pricing matrix by model line? Yes No

If Dealer's sales management provides an Internet pricing matrix, how often is it reviewed and updated?

How are customers educated about Dealer's pricing philosophy? (*Pricing Philosophy on site? On showroom? A Presentation?*)

How are special order vehicles priced?

How are locates and dealer-trades priced?

How is "hot" inventory priced?

How does dealer handle a customer if they get different prices/payments from showroom and Dealer's web site or eLead response?

Does dealer have a low price guarantee program? Yes No

If yes, how does the program work?

Does dealer offer to buy the customer's trade-in vehicle, whether or not they buy the Dealer's vehicle? Yes No

IF YES, how does the program work?

Does dealership have web based menu pricing for **accessories and after-market items**? Yes No

Does dealership have web based menu pricing for **Service Contracts**? Yes No

Does dealership have web based menu pricing for other **F&I products and services**? Yes No

Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

9. PERFORMANCE MEASUREMENT:

Does the dealership measure the following items:

- Dealership Web site traffic Yes No Monthly Avg.: _____
- Internet Leads from all sources Yes No Monthly Avg.: _____
- Average Personalized Lead Response time Yes No Monthly Avg.: _____
- Appointments set from eLeads Yes No Monthly Avg.: _____
- Appointments set from web generated phone calls Yes No Monthly Avg.: _____
- Showroom visits from eLeads & Appointments Yes No Monthly Avg.: _____
- Total Sales made from eLeads & Web Calls Yes No Monthly Avg.: _____
- Other: _____ Monthly Avg.: _____

List the reports used by dealer to monitor and manage the growth of the department: _____ (Please attach copies of the reports used)

Check the following reports that are being currently used:

- Volume & Closing Ratio by lead source
- Cost per lead by lead source
- Cost per sale by lead source
- Gross Profit by **Model Line** Report
- Lead response time
- eBusiness Profit & Loss report
- Leads received by Distance report
- Appointments Scheduled to Leads Received %,
- Appointment Confirmation %
- Appointment Show %
- Demo %
- Showroom Closing %
- F&I Back end report
- Trade-in wholesale profit & loss report
- CSI report
- Other _____

What are Dealer's most effective reports? _____

Does dealer survey eLead customers? Yes No (Please attach any surveys or summary reports)

Dealership: _____ Location: _____ Date: _____

Interviewed: (current page) _____ Position: _____ Consultant: _____

How profitable is Dealership's Internet department?

How did you calculate Dealer's profitability?

What is the profit & loss?

How often does Dealership management team meet to discuss Dealer's dealership's eBusiness Operations performance?

What are the topics of review and discussion when meetings cover eBusiness Operations?

Other known issues or unique characteristics of Dealer's dealership's eBusiness Operations:

