

Internet Process Performance Review

(ippr) by KainAutomotive.com

Overview

The KainAutomotive.com (ippr) is designed to assess your sales team's lead handling process. Our goal is to...

- be your extra set of eyes and
- provide guidance to your sales and management team, which will
- motivate your team to follow the process to
- sell more cars!

How? Great question and here is our process...

more than **80%**
of customers start
the buying process
online...
every lead is critical!

Log-In

Each month we will access your Lead Management Tool directly. We will then randomly select unsold customers from multiple lead sources to analyze the quality of your follow up processes.

Assess

For each lead, we objectively examine the following:

- Overall Marketing Process Design
- "2-Week Press"
- Long Term Marketing
- Email Communication
- Presentation Of Emails
- Sales Techniques and
- Phone Communication

Report

We will provide feedback on

- whether the prescribed process is being followed
- and the quality of the tactics used.

When needed we will provide guidance on

- how to phrase an email,
- how to handle questions or objections and
- how to effectively drive the prospect to an appointment and a sale.

This program will help your dealership sell more vehicles online!

Our other online consulting services:



(shop)

First-class mystery shopping.



(mips)

Online lead source tracking and return on investment calculation tool.

To get started, contact

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Coach your team to
better results this month!
(special dealer group pricing available)

\$495

per store
per month

(ippr)