

We know many dealerships are being forced to change their daily operations for the foreseeable future due to COVID-19. Here are some ideas that may help you better support your customers and increase revenue.

1 BE DIGITALLY AVAILABLE FOR YOUR CUSTOMERS

Never before have your website and digital capabilities been so valuable. With social distancing in place, the safest way for your customers to do business with you is online or over the phone. Internet traffic has surged recently and while everyone may not be considering purchasing a new vehicle immediately, that doesn't mean that they won't sometime in the future or have service needs now.

Website and Digital Retailing

Whether or not your dealership or showrooms are open, while most citizens are practicing social distancing it's important to fully utilize your digital capabilities in servicing your customers. Make sure your website is up-to-date with useful information for your current and prospective customers. Communication (e.g. chat functionality) and digital retailing tools can be particularly useful for customers right now.

Digitally Consult

Even with helpful resources on your website, some customers will still need to discuss their specific options with you. Help your customer uncover their needs and consult with them on their options either over the phone, through an online assessment or chat. Create a desktop folder for quick access to your PDF product brochures, waiver, product highlight sheet, discount coupons, worksheet, e-menu and any other document that you could refer to when communicating with your customer. Clearly identify each document and send them via email before or during your interactions.

E-menu Selling

Take advantage of your digital tools. Customize a package tailored to your customer's specific needs using a menu tool (we have a great one available for free in LGM HUB) with relevant product information that you can send via email. You can then walk through these options over the phone (including video conference), chat or email and finalize a payment amount depending on the products purchased.

2 INTRODUCE RELEVANT CUSTOMER PRODUCTS AND SERVICES

Some of your customers might be experiencing difficulties due to the current situation. Identify products and services that can help your customer get some financial relief, assurance, and more. When sharing relevant products, be mindful and sensitive and make sure to evaluate every communication for empathy and understanding.

PROUD TO BE RESPONSIBLE

SecureDrive Loan Protection Essential

Loan Protection is designed to be a financial safety net for your customers and their families when they need it most – such as if they are unable to work and it covers COVID-19 related job loss. Loan Protection takes care of the loan payments (the loan balance or the negative equity) and minimizes any financial obligation from falling on their family or dependants in the event of death, disability, critical illness or loss of employment.

LGM No Interest Deferred Payment Plan (NIDPP)

NIDPP provides financial relief during an economically difficult time, allowing \$0 payment upfront and 0% interest. In addition, LGM is offering no payment for the first 60 days to help customers purchasing FSO products.

Service Department Referrals

As some service bays are remaining open at this time, consider putting in place a referral system with service advisors to talk with your customers about purchasing additional protection through bundling or special discounts.

3

DIGITIZE FOR PRESENT (AND FUTURE) OPERATIONS

While we're in an unprecedented time right now, being forced to look at operations from a more digital perspective now could help you innovate and position yourself better for the future.

Use your Data

Some of your customers might be looking for additional peace of mind at this time. Identify end of factory warranty customers by extracting a report from your DMS system. Think of appropriate promotions and reach out to see where they stand and any interest they might have. A phone call to see how they are doing during this time and if they have any questions can be a sensitive and personalized way to build interest, engage, and ensure customer lifetime value with your dealership.

Financial Service Analysis

Capitalize on your reduced footfall by using this time to plan strategically for the future. LGM offers an in-depth Financial Services Analysis with one-on-one consulting to help you identify gaps, increase Customer Satisfaction Index (CSI), and lift Profit Per Retail (PPR) by 20%.

Train and Retrain

Ensure all your employees are trained on systems that will ultimately help better support customers. Utilize digital resources available to you to ensure you or your employees have the skills needed to get back to business once things pick up again. LGM offers dealerships a free comprehensive online learning platform including an industry recognized Financial Services Office consultative selling course, a digital retailing knowledge course, as well as a research-backed communications course designed to help improve CSI.

LGM is committed to supporting our dealer network. We encourage you to reach out to your LGM Dealer Development Manager to discuss these and other ways to make your Financial Service Office productive and profitable during this unprecedented slower season. For more resources visit our [Dealer Resource Centre](#).

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