



1:1 Digital Selling

Shaping Modern Automotive Retail

The automotive retail landscape has undergone a seismic shift and may never be the same.

Selling cars with limited showroom traffic. Building relationships without face-to-face interaction. Providing remote test drives, trade valuations, and vehicle delivery. These and other conditions are now simply the reality of auto sales.

The goal line has shifted from in-person appointments to online transactions. Sales staff need the skills to engage remote shoppers through virtual meetings, build relationships via smartphone, and manage a digital business portfolio.



Connect and Convert Online Shoppers

1:1 Digital Selling introduces techniques to connect with online shoppers, build the expertise to manage virtual relationships, and convert prospects to owners—all in just three weeks.

WEEK 1



Connecting Online

- Learn smartphone video techniques and production logistics
- Create a virtual walkaround
- Manage live video meetings
- Generate compelling visual content

WEEK 2



Building Virtual Relationships

- Adopt emerging lead-response techniques
- Support a customer's online shopping journey
- Establish a client-centric value proposition
- Build a compelling online profile (video, email, and social media)

WEEK 3



Managing Your Digital Network

- Cultivate your social presence
- Develop, publish, and curate content
- Leverage the purchase experience to capture testimonial content
- Support the ownership experience to create opportunity

Online assignments include creating work samples, such as shareable content, to demonstrate successful application of new knowledge and skills. The instruction and coaching focus on problem solving, creativity, and persuasive communication. By the end of the program, your retail team will be well-equipped to fully engage with today's hyperconnected customer and convert more digital leads to satisfied owners.

Start your sales associates on the path to **1:1 Digital Selling**: contact us at info@gpstrategies.com for more information.

60% of shoppers want to take more of the purchase steps online compared to the last time they purchased a vehicle

59% of dealers say digital retailing reduces the time dealership staff spend completing a deal

38% say digital retailing reduces the number of personnel needed to complete a deal

[Source: Cox Automotive, 2020]



gpstrategies.com

1.888.843.4784

info@gpstrategies.com

GP Strategies World Headquarters
70 Corporate Center
11000 Broken Land Parkway, Suite 300
Columbia, MD 21044 USA

