

# How to Improve Internet Lead Quality



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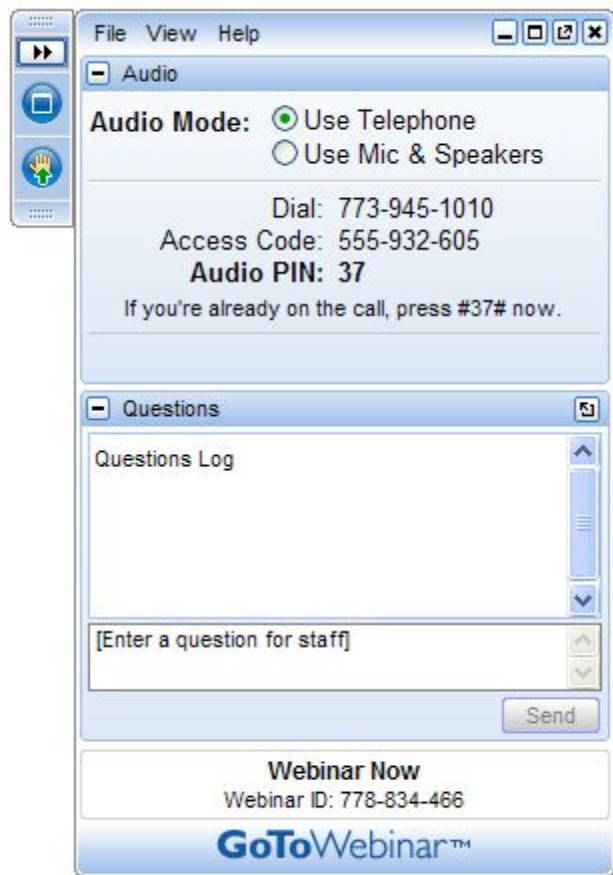
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Environment & Safety  
HR Management  
Internet Marketing





**If you have questions during  
the presentation, please  
submit them using the  
“Questions” feature**

**Questions will be answered  
at the end of the webinar**



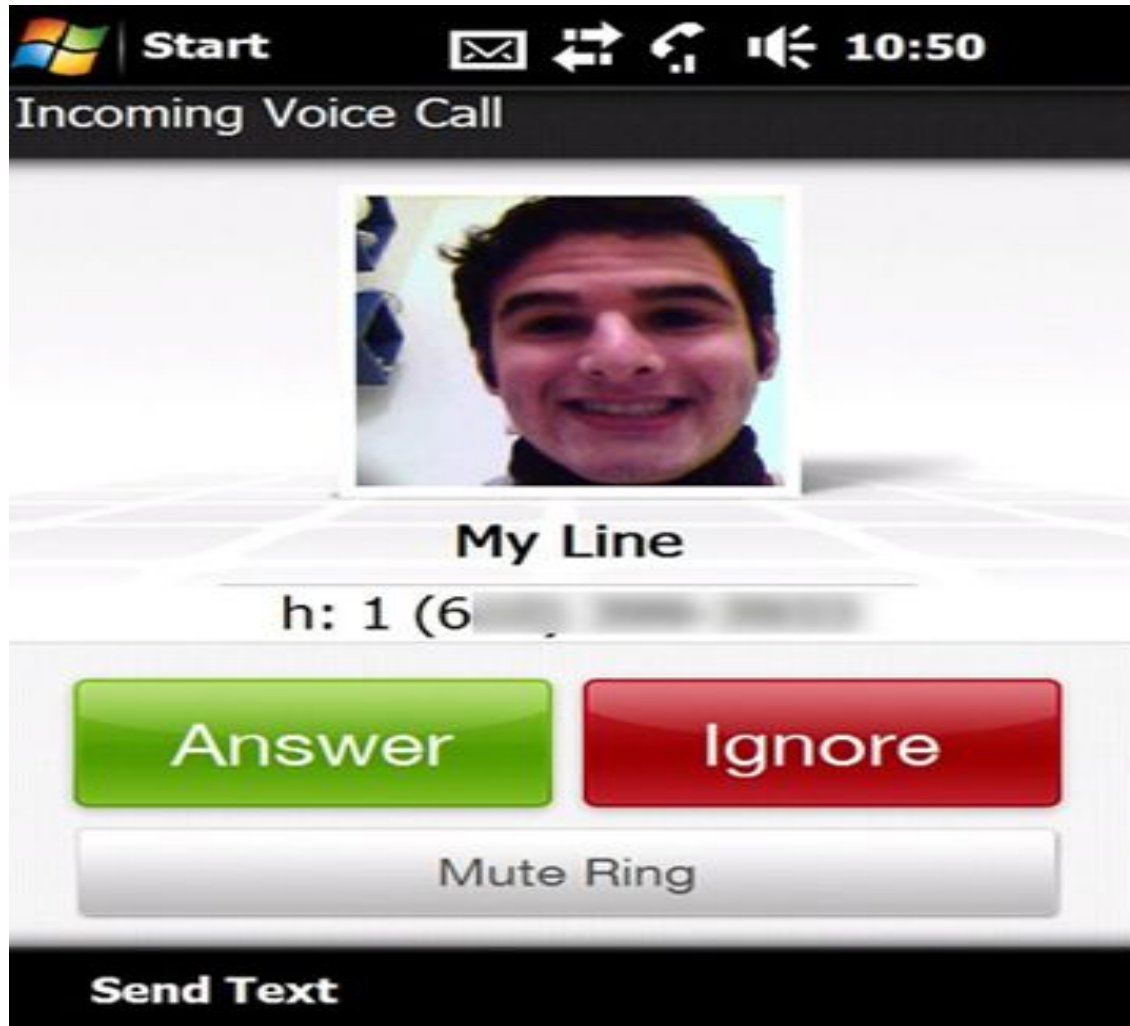
# Today's Agenda

- 1. What makes an internet lead a bad lead**
- 2. How to improve contact information through search and social media**
- 3. Using the data to increase lead quality and accountability**

# What makes a bad internet lead



# What makes a bad internet lead










# Bad Internet Lead

**Customer Dashboard**

Stan Sher  
(Individual)  
[REDACTED]  
celldreams@yahoo.com













Search:   

 The prospect just viewed this email. ([dismiss](#)) ([Edit](#))  
Assigned To: Kristen Fleming

 Click to add customer note

**Sales (2)** | **Wish List** | **Value**

Status	Created	Source	Vehicle
Active	7/28/12	Dealerskins	2012 Ford Escape
Duplicate	8/12/12	Dealerskins	1991 Ford F-350


Status:

Process:

**Lead Info**

Status: Active  
Sales Rep: Kristen Fleming  
BD Agent: Kristen Fleming  
Created: 7/28/12 1:15p (17d)  
Source: Dealerskins (Internet)  
Contacted: **No**  
Attempted: 7/28/12 3:05p (1:50)

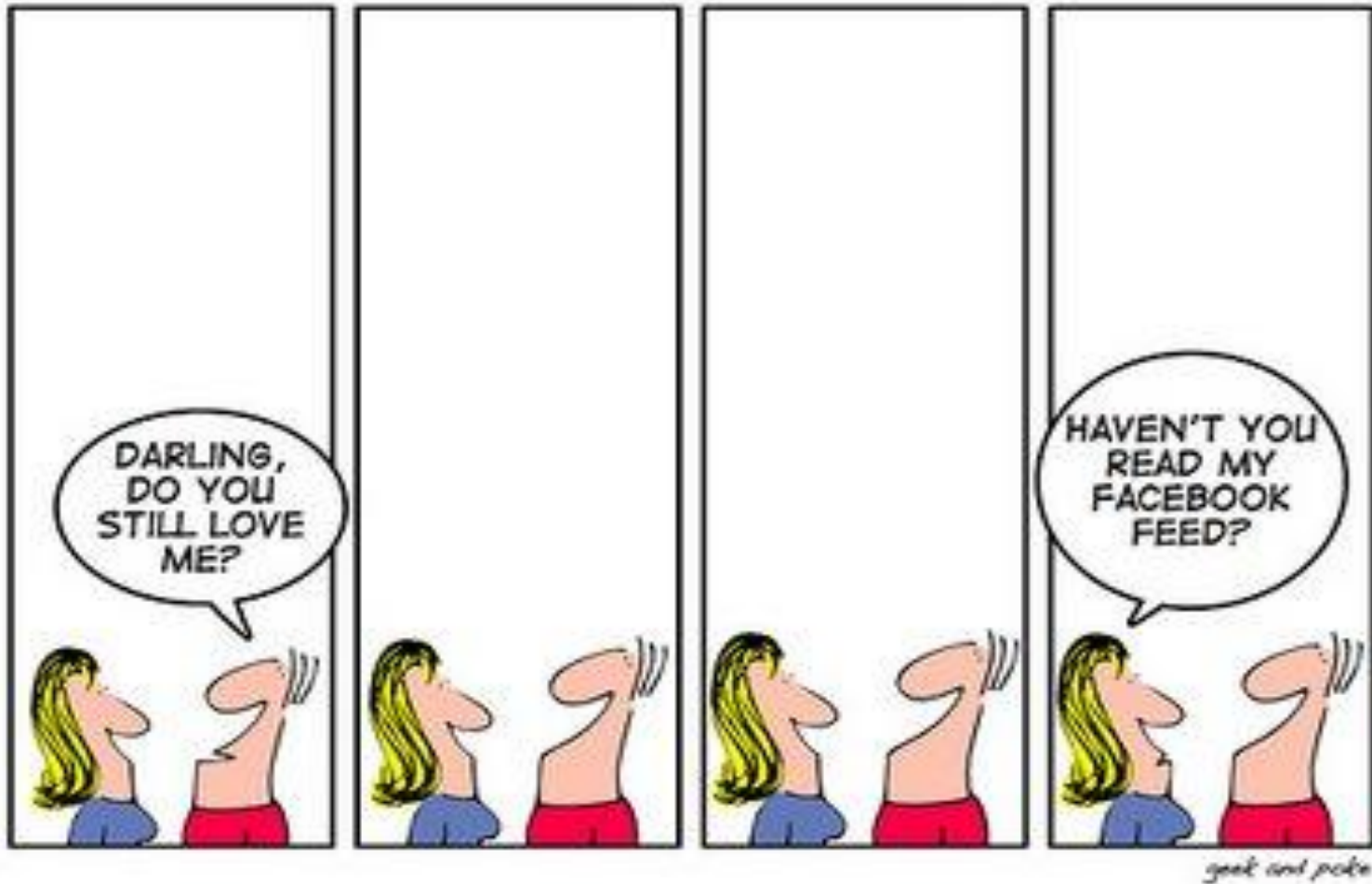
**Vehicle Info**

 **PREMIUM**  
Listed: 08/13/2012

**2012 Ford Escape XLT (New)**  
FWD SUV (4 Door)  
Stock #: 120370  
1FMCU0DG6CKB87807  
3.0L V6






# Social Lead Follow Up




# Social Lead Follow Up

**Customer Dashboard**

**Stan Sher**  
(Individual)  
[REDACTED]  
celldreams@yahoo.com













Search:   

 The prospect just viewed this email. ([dismiss](#)) ([Edit](#))  
Assigned To: Kristen Fleming

Click to add customer note


**Sales (2)** | **Wish List** | **Value**

Status	Created	Source	Vehicle
Active	7/28/12	Dealerskins	2012 Ford Escape
Duplicate	8/12/12	Dealerskins	1991 Ford F-350

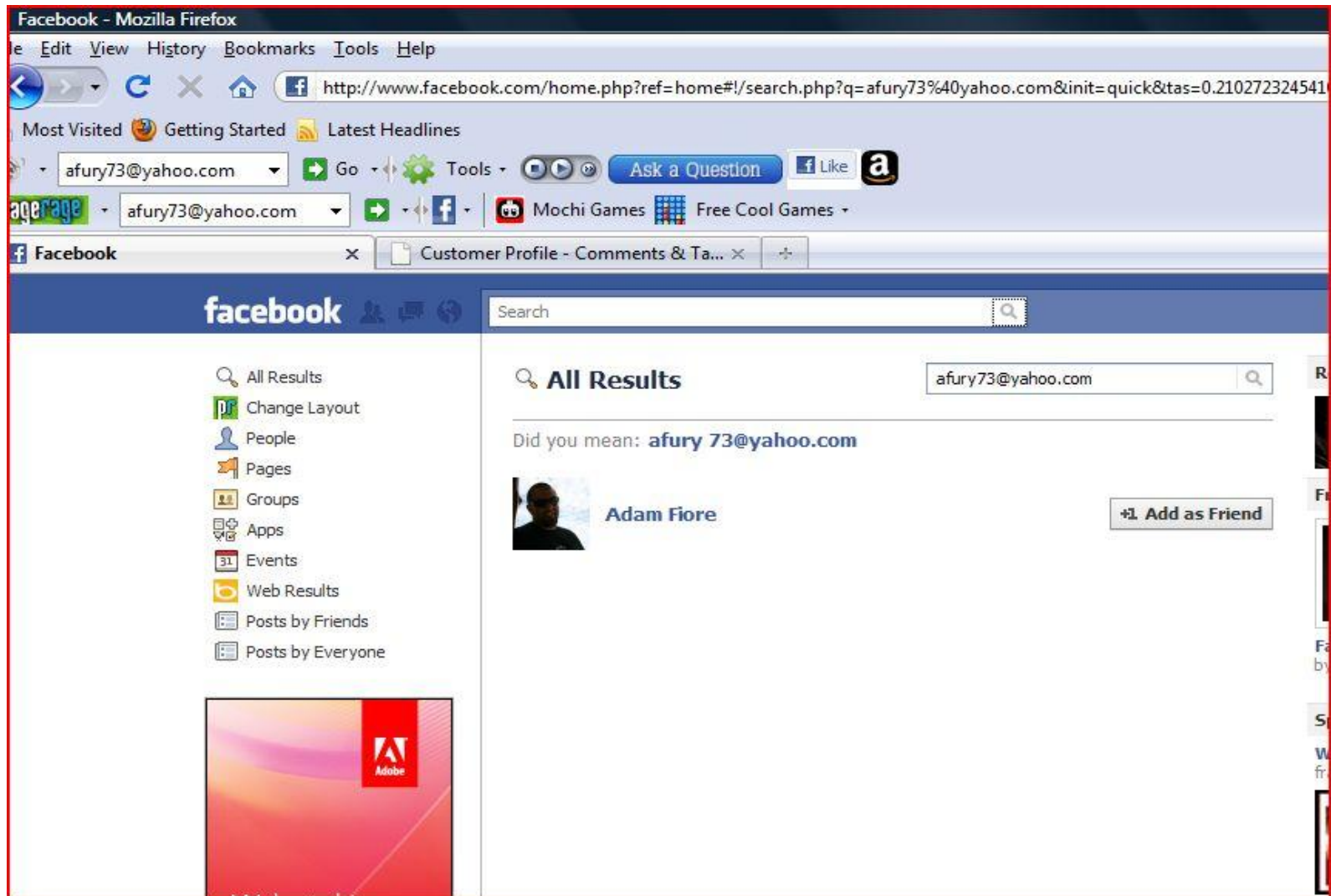
           

Status: -- Status Not Set --  
Process: New Internet Sales Lead

**Lead Info**  
Status: Active  
Sales Rep: Kristen Fleming  
BD Agent: Kristen Fleming  
Created: 7/28/12 1:15p (17d)  
Source: Dealerskins (Internet)  
Contacted: **No**  
Attempted: **7/28/12 3:05p (1:50)**

**Vehicle Info**  
  
**PREMIUM**  
Listed: 08/13/2012  
**2012 Ford Escape XLT (New)**  
FWD SUV (4 Door)  
Stock #: 120370  
1FMCU0DG6CKB87807  
3.0L V6

# Bad Internet Lead



# Bad Internet Lead

The screenshot shows a Mozilla Firefox browser window displaying a Facebook message thread. The address bar shows the URL: <http://www.facebook.com/home.php?ref=home#!/?page=1&sk=messages&tid=1610024417879>. The browser's toolbar includes buttons for 'Go', 'Tools', 'Ask a Question', 'Like', and 'a' (Amazon). The Facebook interface shows a sidebar with navigation links like 'Updates', 'Sent', 'Events', 'Friends', 'Change Layout', 'Employment', 'New Year's at Bl...', 'BDC UNLIMITED', 'Family', 'Create Group...', 'Marketplace', 'Game Requests', and 'App Requests'. The main content area shows a message conversation between Adam Fiore and Stan Sher. Stan Sher's message, dated February 25 at 7:25pm, reads: 'Adam, How are you? Stan Sher from Burlington Volkswagen. I am not sure if you remember me, we met last Saturday after hours when I took you out on a test drive. I have been trying to reach you because it seemed like you were interested in the Volkswagen Tiguan. I was looking forward to meeting you and your wife so that she can see this lovely vehicle. Please give me a call at your earliest convenience at (609)386-0084. I hope you have a great weekend. Thanks.' Adam Fiore's reply, dated March 3 at 3:05pm, reads: 'Hey Stan, Unfortunately I couldn't convince my wife on the Tiquan although I loved it she is not so fond of it to say the least. I appreciate the time you took to show us the vehicle. I wish she would have loved it, but she does have to drive it everyday, and don't want her hating it for the next 3 years. Thanks again, Adam'. The message was sent via Facebook Mobile. The right sidebar contains sponsored stories, including 'Christine Knowles likes Webtrends', 'Free Property Sites for Bucks...', 'Special Military Discount' from centenarycollege.edu, and 'Tactical C3 Solutions' from morganfranklin.com. A 'Chat (72)' button is visible at the bottom right.



# Bad Internet Lead

Messages 4

Updates 1329

Sent

Events 16

Friends 1

Change Layout

Employment 8

New Year's at Bl...

BDC UNLIMITED

Family

Create Group...

See All


Marketplace 4

Game Requests 2


App Requests 2

More ▾

Friends on Chat



Between Rhian Tomassetti and You



Stan Sher

March 7 at 1:36pm


Rhian,

My name is Stan Sher and I am the internet director at Burlington Volkswagen. I just wanted to follow up with you and see where you are at with the Volkswagen Jetta. Also, I want to invite you to join our facebook page at <http://www.facebook.com/burlingtonvolkswagen>

If there is anything that I can do for you, please feel free to reach me at . Thanks.

Stan Sher


Burlington Volkswagen



Burlington Volkswagen

Share

Page: 776 people like this.




Rhian Tomassetti

March 7 at 10:39pm Report

Thank you Stan. I had let Dan know that i found a Routan at a local VW dealer here in PA and made my purchase. You seem to have great service and a lot of inventory. I will refer.

Reply:

Recommended Pages




Rambo

Jim Bern...

Like


Photo Memories from




Sponsored

Flea Market For C...

njstateauto.com




Free Property Site



Like · 3 people like

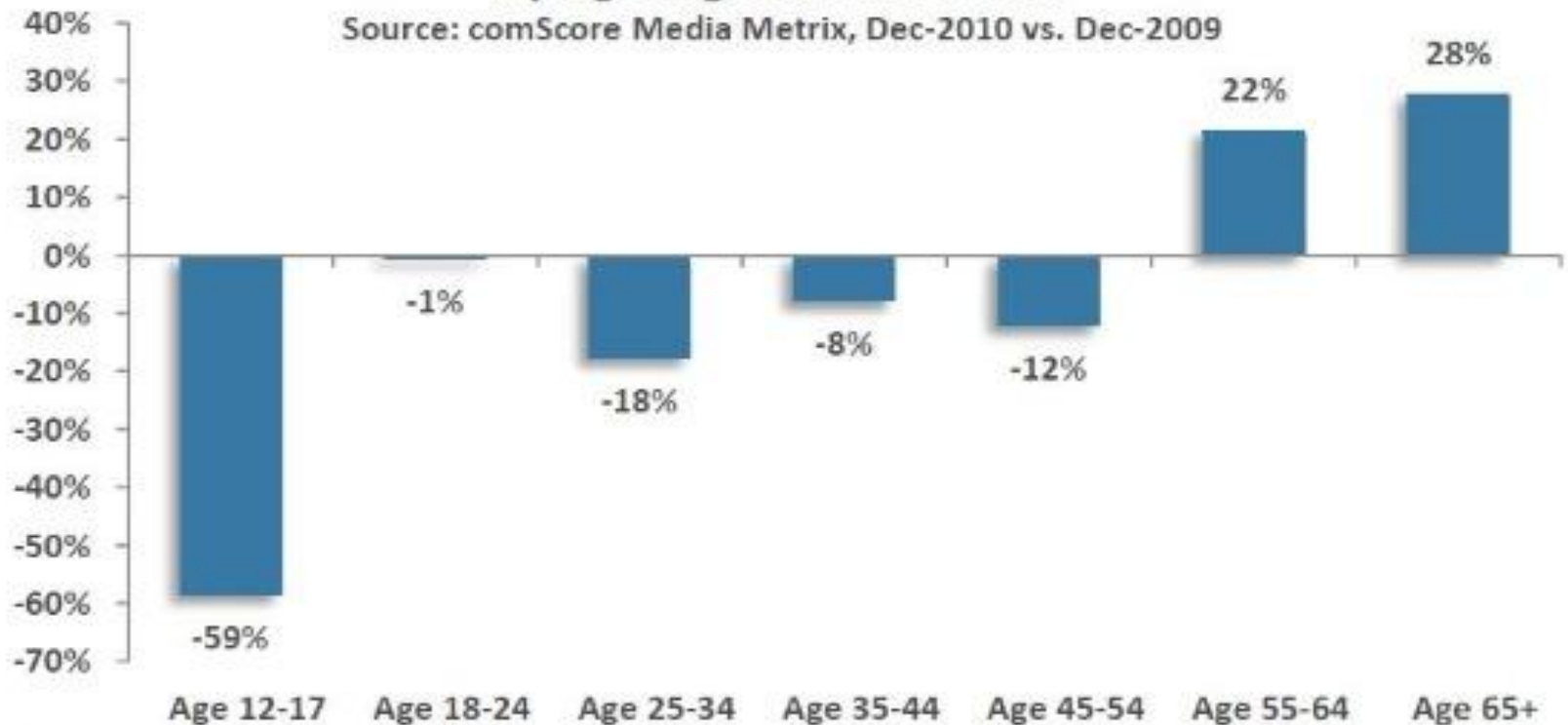
Chicago Bulls Fan



# Bad Internet Lead

## Year-over-Year Change in Time Spent Using Web-Based Email by Age Segment in the U.S.

Source: comScore Media Metrix, Dec-2010 vs. Dec-2009



COMSCORE

# Word Tracks

Dear Mr. Jones,

My name is Stan Sher, guest relations coordinator at ABC motors. I wanted to follow up with you regarding your request for the 2012 Honda Civic LX. I tried to reach you by phone and email but had no success in getting a hold of you. It is important that we speak so that I can personally take care of your needs. Please give me a call at (555)431-3200 ext. 23. Thank you.



# Word Tracks

1. Build Value (Positive Reputation)
2. Relay Customer Importance
3. Build Urgency
4. Ask for better contact information
5. Ask for the opportunity/appointment

# Information Search

1. <http://www.peakyou.com>
2. <http://www.spokeo.com>
3. <http://www.google.com>

# Information Search



The image shows the Spokeo search interface. At the top left is the Spokeo logo. Below it are five search criteria: Name, Email, Phone, Username, and Address. The 'Email' criterion is selected, indicated by a blue arrow pointing to a search box. Inside the search box is an email address 'celldreams@yahoo.com' preceded by an envelope icon. To the right of the search box is a green button with a magnifying glass icon and the text 'Search'. Below the search box is a placeholder text: 'Enter an email address ( somebody@yahoo.com or somebody.else@gmail.com )'.

**spokeo**


Name Email Phone Username Address

✉ celldreams@yahoo.com




🔍 Search


Enter an email address ( somebody@yahoo.com or somebody.else@gmail.com )

# Information Search


celldreams@yahoo.com 








Join Login

Results   

 **We Found a Match**  
**Stan S.**  
[Get Full Results](#)

- ✓ Female | Early 50's
- ✓ Online Profiles: 7+
- ✓ Photos & Videos: 55+
- ✓ Location: \*\*\*\*\* Woodward Ln Palm C


 **Online Profiles<sup>†</sup>** 4+ Online Profiles [SEE RESULTS >](#)

To see all of Stan S.'s social network profiles » [Click Here](#)


Photos & Videos [SEE RESULTS >](#)

# Information Search

 **Family<sup>†</sup>**

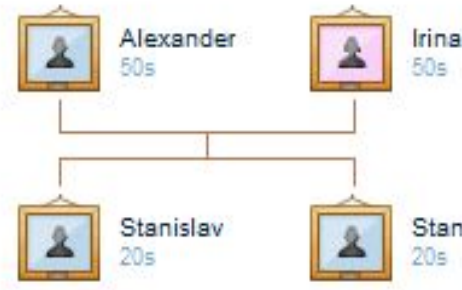
5 Family Members

[SEE RESULTS >](#)



## Family Tree

Find out household information including length of residence, number of family members, and a family tree.



```
graph TD; A[Alexander 50s] --- B[Irina 50s]; A --- C[Stanislav 20s]; B --- C; B --- D[Stan 20s];
```

# Information Search

## Join Spokeo Now

*It's 100% Private, Safe, and Secure to Join!*

### 1 Select Membership Plan

☒ **6 Month**

**\$3.95**/mo

☐ **3 Month**

**\$4.95**/mo

One payment for full membership term.


### 2 Enter Payment Information




**EMAIL** (this will be your login)

OR **PayPal**




# Information Search



**Stan Sher**  
 +1  Like <139k  
 [Message Stan](#)


Male, 29 years old


Somerset, NJ, US


East Brunswick, NJ, US 

PeekScore 2.51 out of 10 (what is this?)



Usernames [stansher](#) [Gtrman5](#)



Work [Joyce Honda](#) , [Honda Universe](#) , [Precision Acura](#) , [Dch Auto Group - Academy Honda](#) 

Schools [Middlesex County College](#) , [University Of Phoenix](#) , [University Of Phoenix-online Campus](#) 

Interests [ignite](#) , [martial arts](#) , [movies](#) , [guitar](#) , [guitarist](#) , [music](#) , [cars](#) , [art](#) , [coffee](#) , [soccer](#) , [sports](#) 

[Missing a link?](#)

Personal  [stansher.com](#)  
 [stansherconsulting.com](#)

Social  [Facebook](#)  
 [Facebook](#)

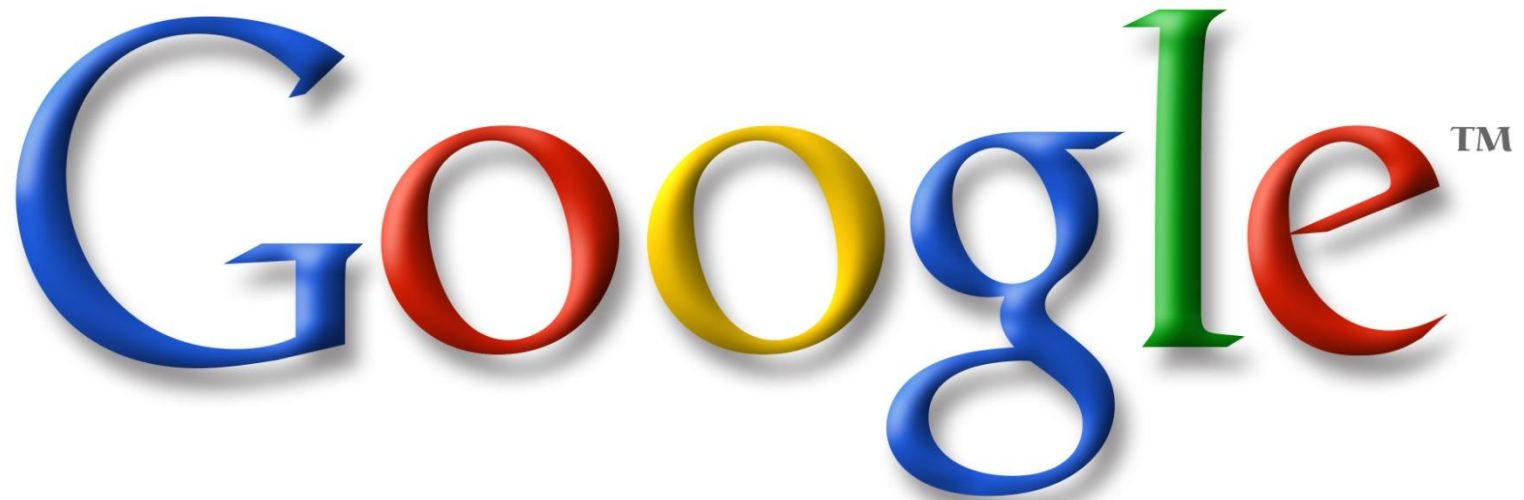


## Bio:

I have spent several years working in the automotive industry holding various positions from sales consultant to sales manager and eCommerce director for some of the biggest dealerships in the country. I transitioned from automotive retail to automotive training and consulting where I constantly create and tweak processes to help automotive dealerships sell more vehicles using the internet and



# Information Search

The Google logo is displayed in its classic multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol (TM) to the upper right. The letters have a slight 3D effect with shadows.

# Improve Lead Quality – CRM Notes

Comment History				
Date	Time	Employee	Contact	Comment
3/5/2011	9:03 AM	Sher, Stan	Email Out	Followup Message Sent:I hope you're still interested in the vehicle from Burlington Volkswagen.: Stan Sher
3/1/2011	5:00 AM	Sher, Stan	Task	Showroom Opp - 10 day phone followup
2/26/2011	9:03 AM	Sher, Stan	Email Out	Followup Message Sent:I'm still following up on your visit to Burlington Volkswagen.: Stan Sher
2/26/2011	5:00 AM	Sher, Stan	Task	Showroom Opp - 7 day phone followup
2/25/2011	5:47 PM	Sher, Stan	Email Out	New Email sent by: Stan Sher
2/23/2011	9:02 AM	Staino, Gus	Email Out	Followup Message Sent:Thanks for visiting Burlington Volkswagen.: Gus Staino
2/22/2011	10:59 AM	Tirpak, Jacqueline	General	called customer I/m to see about stopping in
2/22/2011	10:59 AM	Tirpak, Jacqueline	General	called customer I/m to see about stopping in
2/21/2011	4:16 PM	Sher, Stan	Phone Out	voicemail box was full
2/21/2011	11:54 AM	Tirpak, Jacqueline	Appt	Appointment Scheduled: 2/21/2011 7:30:00 PM - Internet Out - Comments:
2/21/2011	11:01 AM	Tirpak, Jacqueline	Email Out	New Email sent by: Jackie Tirpak & Dan Enderle
2/21/2011	10:59 AM	Tirpak, Jacqueline	General	called mailbox is full
2/20/2011	9:21 PM	Sher, Stan	AutoResponse	Auto Response Email sent for: Stan Sher
2/20/2011	9:19 PM	Sher, Stan	New Lead	Internet Lead: ZAG Request Date: 2/20/2011 Preferred Contact: 6093724858 @ nopreference Evening Phone: 6093724858 No time preference Phone: 6093724858

# Improve Lead Quality – More Phone Calls



# Improve Lead Quality – More Phone Calls

**Day 1 Email / Phone Call ☐ Mobile Call**

**Day 2 Email / Phone Call ☐ Mobile Call**

**Day 3 Phone Call ☐ Mobile**

**Day 4 Email**

**Day 6 Email / Phone Call**

# Better Leads = More Opportunity

**Better Leads □ More Connections**

**More Connections □ More Appointments**

**More Appointments □ More Shows**

**More Shows □ More Sold Cars**

**More Sold Cars □ More Service & Retention**

# What's in it for you?



- 1. More accountability**
- 2. Increased sales performance**
- 3. Work Smart...Not Hard**
- 4. Handle more leads and opportunities**
- 5. Bigger Pay Check!!!**





# Contact Information



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**Becky Ross**

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**866-356-1735**