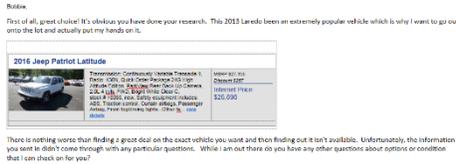


# Internet First Response Templates



## **BH - 1st Response Internet - Specific Stock # (NO Q's)**

Subject Line: Available and In Demand

[CUSTOMER FIRST NAME],

First of all, great choice! It's obvious you have done your research. This [VEHICLE MAKE] [VEHICLE MODEL] (Did the Make/Model Merge fields right before this sentence fill in with the correct info? They do not auto fill if you don't have a vehicle selected on the file so if you can see "Vehicle Make/Vehicle Model" then you have the wrong template and need to go back and choose the correct one. This template is ONLY for leads that came in with a specific stock number.) has been an extremely popular vehicle which is why I want to go out onto the lot and actually put my hands on it. There is nothing worse than finding a great deal on the exact vehicle you want and then finding out it isn't available. While I am out there do you have any other questions about options or availability that I can check on for you?

In this spot– Insert the vehicle using the “insert vehicles” button. It is located right above this email in the screen you are in. **DO NOT** use the VIN brochure button. This template is for leads that have a specific stock number only so you choose the exact vehicle. If you have no vehicle information attached to the “lead” then you are using the wrong template. If you try to insert it and the image goes to the very top of the email instead of this spot then your “compatibility view” settings on your internet browser (nothing to do with VIN) are wrong. Just google it. The fix is easy and takes ten seconds to set up the right way so that you don't experience it again.

[SALESPERSON SIGNATURE]

## **BH - 1st Response Internet - No Specific Stock # (NO Q's)**

Subject Line: Available and In Demand

[CUSTOMER FIRST NAME],

First of all, great choice! It's obvious you have done your research. The [VEHICLE MAKE] [VEHICLE MODEL] (Did the Make/Model Merge fields right before this sentence fill in with the correct info? They do not auto fill if you don't have a vehicle selected on the file so if you can see "Vehicle Make/Vehicle Model" then just delete them and hand type in the make/model. If you don't have the info for what make/model it is because that didn't come in on the “lead” then you are using the wrong template. Go back and choose the correct one.) has been an extremely popular vehicle which is why I want to go out onto the lot and actually put my hands on it.

In this spot– Insert the vehicle using the “insert vehicles” button. It is located right above this email in the screen you are in. **DO NOT** use the VIN brochure button. If you only have a make and model (not a specific unit/stock #) on the “lead” then choose a unit closest to what they wanted. If you try to insert it and the image goes to the very top of the email instead of this spot then your “compatibility view” settings on your internet browser (nothing to do with VIN) are wrong. Just google it. The fix is easy and takes ten seconds to set up the right way so that you don't experience it again. If you have no vehicle information attached to the “lead” then you are using the wrong template. You need to go choose “BH - 1st Response Internet – No Vehicle Attached”

There is nothing worse than finding a great deal on the exact vehicle you want and then finding out it isn't available. Unfortunately, the information you sent didn't come through with any questions. While I am out there do you have any other questions about options or availability that I can check on for you?

[SALESPERSON SIGNATURE]

## BH - 1st Response Internet - Specific Stock # (Has Q's)

Subject Line: Available and In Demand

[CUSTOMER FIRST NAME],

First of all, great choice! It's obvious you have done your research. This [VEHICLE MAKE] [VEHICLE MODEL] (Did the Make/Model Merge fields right before this sentence fill in with the correct info? They do not auto fill if you don't have a vehicle selected on the file so if you can see "**Vehicle Make/Vehicle Model**" then you have the wrong template and need to go back and choose the correct one. This template is ONLY for leads that came in with a specific stock number.) has been an extremely popular vehicle which is why I want to go out onto the lot and actually put my hands on it. There is nothing worse than finding a great deal on the exact vehicle you want and then finding out it isn't available. While I am out there do you have any other questions about options or availability that I can check on for you?

In this spot– Insert the vehicle using the “insert vehicles” button. It is located right above this email in the screen you are in. **DO NOT** use the VIN brochure button. This template is for leads that have a specific stock number only so you choose the exact vehicle. If you have no vehicle information attached to the “lead” then you are using the wrong template. If you try to insert it and the image goes to the very top of the email instead of this spot then your “compatibility view” settings on your internet browser (nothing to do with VIN) are wrong. Just google it. The fix is easy and takes ten seconds to set up the right way so that you don't experience it again.

I would like have a quick phone conversation to answer the questions you asked in your initial inquiry. In my experience, answers cause more questions and a phone call is the most efficient option for covering those. Our call shouldn't take longer than a few minutes. What is the best number and time for me to reach you?

[SALESPERSON SIGNATURE]

## BH - 1st Response Internet - No Specific Stock # (Has Q's)

Subject Line: Available and In Demand

[CUSTOMER FIRST NAME],

First of all, great choice! It's obvious you have done your research. The [VEHICLE MAKE] [VEHICLE MODEL] (Did the Make/Model Merge fields right before this sentence fill in with the correct info? They do not auto fill if you don't have a vehicle selected on the file so if you can see "**Vehicle Make/Vehicle Model**" then just delete them and hand type in the make/model. If you don't have the info for what make/model it is because that didn't come in on the “lead” then you are using the wrong template. Go back and choose the correct one.) has been an extremely popular vehicle which is why I want to go out onto the lot and actually put my hands on it.

In this spot– Insert the vehicle using the “insert vehicles” button. It is located right above this email in the screen you are in. **DO NOT** use the VIN brochure button. If you only have a make and model (not a specific unit/stock #) on the “lead” then choose a unit closest to what they wanted. If you try to insert it and the image goes to the very top of the email instead of this spot then your “compatibility view” settings on your internet browser (nothing to do with VIN) are wrong. Just google it. The fix is easy and takes ten seconds to set up the right way so that you don't experience it again. If you have no vehicle information attached to the “lead” then you are using the wrong template. You need to go choose “BH - 1<sup>st</sup> Response Internet – No Vehicle Attached”

I would like have a quick phone conversation to answer the questions you asked in your initial inquiry. In my experience, answers cause more questions and a phone call is the most efficient option for covering those. Our call shouldn't take longer than a few minutes. What is the best number and time for me to reach you?

[SALESPERSON SIGNATURE]

**BH - 1st Response Internet – No Vehicle Attached**

Subject Line: This Will Only Take 26 Seconds

[CUSTOMER FIRST NAME],

I have both good news and bad news for you today but luckily the latter is easily solved with a little bit of help from you. So, what's the bad news? For whatever reason when I received your email the vehicle you are interested in did not come through which is making it a little difficult for me check and see if it is available. A lot of times people (myself included) will have viewed so many different options online that it can be difficult to recall which vehicle belonged to which dealership. As a reminder, at [DEALER NAME] we sell [MAKE] in new vehicles and in pre-owned options there really isn't any option that we don't either have on the lot or have the ability to purchase specifically for you. You can view the online inventory at [LINK] but keep in mind that we do have options that haven't been put on the site yet as well.

Oh right, the good news! It takes less than 26 seconds to hit reply and let me know when is the best time for me to call you to chat about which vehicles you are considering and any questions you have. Our call shouldn't take longer than a few minutes. What is the best number and time for me to reach you?

[SALESPERSON SIGNATURE]

**BH - 1st Response Internet – Finance App. Lead Source**

Subject Line: Your Vehicle Loan Application

Hello [CUSTOMER FIRST NAME],

I just received your auto loan application. I need a few minutes of your time to confirm the information that I received. When is the best time to reach you by phone?

[SALESPERSON SIGNATURE]

**BH - 1st Response Internet – Cust. in Equity (NOT Sent in by Cust.)**

Subject Line: We Need Your Vehicle

Hello [CUSTOMER FIRST NAME],

**Great news!** Because of changing market conditions, [DEALER NAME] is expanding our pre-owned vehicle department. We can accomplish this in two ways: Purchase vehicles at public auctions where the vehicle history is unknown or from our own customers, where the history is no mystery.

**We need your vehicle!** We are presently seeking clean, late model vehicles previously purchased by an individual and there is NO obligation for you to buy another one from us. Although keep in mind that this is also a great time to purchase a new vehicle. Our everyday low prices combined with current rebates & incentives could allow you to drive a brand-new vehicle for the same or maybe even less than it is costing you to drive your current one. A quick appraisal of your car will tell us if this is possible.

**When would be a good time for you to bring in your vehicle for us to purchase it?**

[SALESPERSON SIGNATURE]

**BH - 1st Response Internet – Cust. Req. Payoff (NOT Sent in by Cust.)**

Subject Line: Why Not Choose [DEALER NAME] Instead

Hello [CUSTOMER FIRST NAME],

Please forgive me for barging in on your inbox. Here's the thing though, I heard you might be interested in a new vehicle and I want to make sure you know that we want to earn your business. The truth is we both know that you have a lot of choices but I'd like to at least tell you why we are the right one. We are a family owned store that is heavily focused on the customer experience. Don't take my word for it though, check out what other customers are saying about US [LINK]. We also have a fantastic selection of vehicles all priced to be competitive in this market (that means GREAT DEALS), we back the majority of our pre-owned vehicles with a free 90-day warranty (We Sell Quality So We Aren't Afraid) and our new vehicles even come with a 1-year maintenance plan. Give us a chance! You have nothing to lose and everything to gain.

What type of vehicle have you been thinking about?

[SALESPERSON SIGNATURE]

**BH-1st Response Internet--Trade Lead**

Subject Line – Your Online Trade in Evaluation

Hello [CUSTOMER FIRST NAME],

I just received your information from the trade appraisal tool that you used online to establish an initial vehicle value. Tools like that are convenient but often times they are used to get an "idea" of the vehicles value and often it isn't what a customer is hoping for. The system doesn't have the ability to take into account all of the factors we use when we actually appraise a vehicle at the dealership. Besides, as nice as it is to have an idea of what your vehicle may be worth, most customers tell us they would prefer to have a real dollar amount instead of an estimated range.

Knowing what a dealership will actually purchase your vehicle for makes the buying/shopping process that much easier and allows you to focus on the most important thing of all...finding your perfect vehicle. Your information didn't come through with what you are considering replacing it with. I would like to talk to you about your trade, the vehicles you're considering and any questions you have.

When is the best number and time for me to reach you at?

[SALESPERSON SIGNATURE]