



ELISE KEPHART CASE STUDY REVEALED

Webinar Date: 01/04/2018 Prepared By: Elise Kephart Adame

Dealership Name: Indy Auto Man

• Total Opportunities: 38 • Total Connections: 35

• Phone: 198 • Email: 154 • Text: 78

• Total Appointments: 32 • Shown: 24 • Sold: 12

1. Background:

I turned on my computer to a private live share link and dove into the dealership's live digital opportunities coming in for 72 hours / 3 Business Days. The idea behind this case study was to show real results off of my proven follow-up process I formulated when I sold cars. The difference between selling cars however, and this case study was I was following up the opportunities completely remote – not on location of the dealership and strictly focusing on getting engagement from the customer, guided to a phone call and then making sure every single live phone call made ended in some type of appointment. If you have ever questioned process' or told yourself that location matters – I am here to show you REAL results going into this some what blind only having a CRM, my iPhone for calls and video emails (using my EKX BombBomb platform of course to work with Dealer Socket) and some epic phone skills ready to take on any objection.

2. Description of Tools Used

- Alias Name: Elise Timberlake, BDC Rep • CRM: Dealer Socket CRM
- Phone Software for Caller ID changes: Talk Options
- Phone for Dials: iPhone 7+
- Video Emails: EKX BombBomb and iPhone 7+
- Fast Responses: Elise Kephart's 640 Fire Templates installed as drop downs

3. Reporting Samples – things to look at

[01] • Customer Name: Thomas

- Appointment Set: Y
- Day 1, Phase 1 Call: Y | Connection: Y | Result: soft meeting appointment
- Objection(s): lives far away – Springfield to Indy, can I get back with you on a time?
- Video Email: Y – post live phone call • Text: Y – post live phone call

[02] • Customer Name: Mike

- Appointment Set: Y
- Day 1, Phase 1 Call: Y | Connection: Y •Result: phone call to meeting appointment
- Objection(s): me and my girlfriend were looking at lots of vehicles, lives far away, can we call you back
- Video Email: Y – post live phone call • Text: Y – post live phone call
- Called again in afternoon – appointment scheduled

[03] • Customer Name: E – changed to Steve

- Appointment Set: Y
- Day 1, Phase 1 Call: Y | Connection: Y | Result: phone call appointment – feet to fire
- Objection(s): lives far away – and the purchaser is the church for cash. Feet to the fire for a quote
- Video Email: Y – post live phone call • Text: Y – post live phone call

[04] • Customer Name: Brian

- Appointment Set: Y
- Day 1, Phase 1 Call: Y | Connection: N | Result: voicemail
- Day 1, Phase 1 Video Email: Y
- Day 1, Phase 1 Confirm Receipt: Y
- Day 1, Phase 2 Call: Y | Changed Area Code: Y • Day 1, Phase 2 Email: Y
- Day 1, Phase 3 Call: Y | Changed Area Code: Y • Result: meeting appointment
- Objection(s): depends on what I can get on my Tacoma for trade, financing less than perfect

[05] • Customer Name: no name from Craigslist – Ben input later

- Appointment Set: Y
- Day 1, Phase 1 Call: Y | Connection: N | Result: voicemail
- Day 1, Phase 1 Video Email: Y
- Day 1, Phase 1 Confirm Receipt: Y
- Day 1, Phase 2 Call: Y | Changed Area Code: Y • Result: meeting appointment
- Objection(s): not the best credit, self employed

[06] • Customer Name: Matt

- Appointment Set: Y
- Day 1, Phase 1 Call: Y | Connection: N | Result: voicemail
- Day 1, Phase 1 Video Email: Y
- Day 1, Phase 1 Confirm Receipt: Y
- Customer Called Back • Result: phone call to meeting appointment

- Objection(s): wants to make sure time isn't wasted

[07] • Customer Name: Harris

- Appointment Set: Y
- Day 1, Phase 1 Call: Y | Connection: N | Result: voicemail
- Day 1, Phase 1 Video Email: Y
- Day 1, Phase 1 Confirm Receipt: Y
- Day 1, Phase 2 Call: Y | Changed Area Code: Y • Result: meeting appointment
- Objection(s): has to work so schedule is busy, downpayment is going to be low

[08] • Customer Name: no name to Erin

- Appointment Set: Y
- Day 1, Phase 1 Call: Y | Connection: N | Result: voicemail
- Day 1, Phase 1 Video Email: Y
- Day 1, Phase 1 Confirm Receipt: Y
- Customer Called Back • Result: meeting appointment
- Objection(s): was only looking around

[09] • Customer Name: no name to Fredy

- Appointment Set: Y
- Day 1, Phase 1 Call: Y | Connection: N | Result: voicemail
- Day 1, Phase 1 Video Email: Y
- Day 1, Phase 1 Confirm Receipt: Y

- Customer Called Back • Result: meeting appointment
- Objection(s): wanted to know availability

[10] • Customer Name: Choya

- Appointment Set: Y
- Day 1, Phase 1 Call: Y | Connection: N | Result: voicemail
- Day 1, Phase 1 Video Email: Y
- Day 1, Phase 1 Confirm Receipt: Y
- Day 1, Phase 2 Call: Y | Changed Area Code: Y • Day 1, Phase 2 Email: Y
- Day 1, Phase 3 Call: Y | Changed Area Code: Y • Result: phone call to meeting appt
- Objection(s): has lens replacement and has trouble seeing so had to show video to son for review, long distance and lives far away, wanted to know about previous owner
- Day 1, Phase 1 Confirm Receipt: Y
- Customer Called Back • Result: meeting appointment
- Objection(s): was only looking around

4. Summary

- Multiple attempts are required to get the live phone call. Be ready for some of the toughest objections and never end a phone call without some type of appointment.
- Customers respond to video and personalization
- Not one customer got upset for following up too much

