

ACURA SALES MANAGERS PRO TIPS

The Omnichannel
Digital Sales
Experience

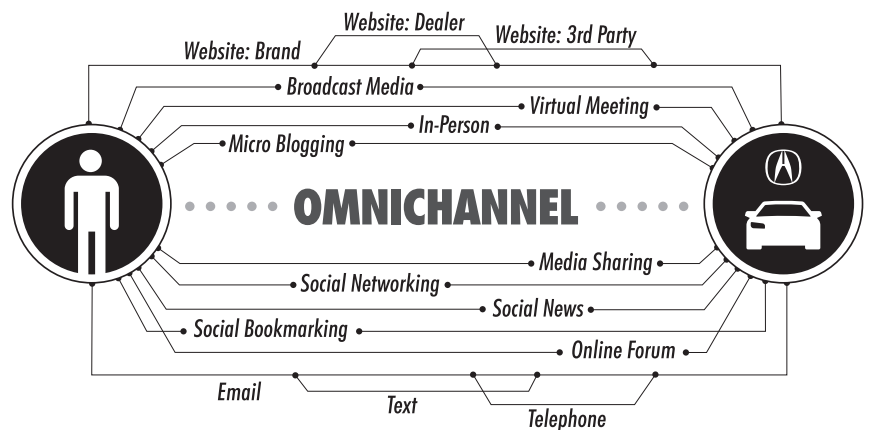
The Acura Client
Experience

Modern Selling Skills
for Sales Consultants

Management
and Pro Tips

Resources and
Support

THE OMNICHANNEL DIGITAL SALES EXPERIENCE (ODSX)



An omnichannel sales process is flexible and inclusive, and makes use of all the technology at your disposal—texting, screenshares, Social Media, Zoom calls, online scheduling, remote test drives and deliveries, and more.

Omnichannel Client Experience

Omnichannel service means providing excellent, highly responsive assistance, regardless of where your client is located or where they are in the purchase process.

Here's what it can do for you:

- Reduce friction—anything that slows or interrupts the purchase process.
- Reduce client time per purchase.
- Create efficiencies for the dealership (and reduce staff time spent on each purchase).
- Improve closing rates.
- Increase sales from greater access.
- Improve overall client satisfaction.

Acura Omnichannel Digital Sales Platform (ODSX)

- Live, assisted conversations and video chat
- Multiple entry points (OEM site, dealership site, Google search, etc.)
- F&I merchandizing
- Accessories merchandizing
- Full-service desking
- CRM integration

THE ACURA CLIENT EXPERIENCE



70% of EV buyers want to purchase entirely online.
(McKinsey & Company)



61% are willing to pay more for a good client experience.
(Gartner Research)



94% of clients say that a positive client service experience makes them more likely to purchase again.
(Salesforce State of the Connected Client, 5th Ed.)



88% of consumers say that the client experience is just as important as a company's product.
(Salesforce State of the Connected Client, 5th Ed.)



78% of consumers used multiple channels to start and complete a transaction.
(Salesforce State of the Connected Client, 5th Ed.)



90% of automotive consumers want to start the car-buying process online.
(CDK Global)



MODERN SELLING SKILLS



ALL DEALERSHIP STAFF

Meet clients where they are.

Streamline the process.

Engage clients through storytelling.

Use technology to elevate the experience.

PRO TIPS FOR SALES CONSULTANTS

- **Contact/CRM:** Confirm first contact, ensure that the client's information is captured in CRM and kept up to date.
- **ODSX Platform:** Use online and in-store with ZDX clients.
- **Why Buy Here:** Continue to share "why buy here" information throughout the interaction.
- **Documentation:** Share all relevant document digitally, in advance, to increase transparency and trust.
- **Client Comfort:** Ensure that they are comfortable at all times—especially when in-vehicle or when using a shared screen in the dealership.
- **EV:** Gauge your client's experience with EV ownership and share information appropriate to their experience level.
- **Bundling Features:** Be sure to cover features that show up on surveys as Difficult to Use or Hard to Operate. If the client doesn't ask about the feature, bundle it with another feature they have asked about. For example, they asked about Blind Spot Information System, but since you know the Lane Keeping Assist System (LKAS) can appear on surveys, teach Blind Spot Information System and add in an LKAS explanation.
- **Introduce Service:** This is critical—especially for clients who purchase online. They need to be comfortable with your dealership, even if they never entered the store during the purchase. Use FaceTime or similar to introduce the Service Department during remote deliveries.
- **Offer Second Deliveries:** After conducting the initial vehicle delivery, offer to provide a second delivery to answer any questions or teach new features after the client has driven the vehicle for a few days. They may not take you up on it, but they will remember that you extended the offer.

MANAGEMENT AND PRO TIPS

BIG PICTURE: MANAGEMENT ROLES

Project Champion: General Manager or General Sales Manager	Retail Champion: Sales Manager	F&I Champion: F&I Manager	IT and Hardware Champion
• Serves as the main point of contact. • Ensures that onboarding tasks are completed.	• Works closely with the Tekion Implementation Team. • Ensures sales and desking processes are incorporated into platform software.	• Collaborates with Tekion to ensure that all insurance and finance options are properly incorporated	• Works closely with Tekion IT to set up platform and technologies.

PRO TIPS FOR SALES MANAGERS

- Client Leads:
 - Always check to see if the client is already in the CRM; if not, create client profile.
 - Ensure that all web leads are sent links to your online sales platform (home page, listing or VIN).
 - Ensure that the reception team sends the platform link to all clients who call your dealership.
- Needs Assessment:
 - Add all available accessories to your platform.
 - Actual sales show \$700 increase, per sale, when accessories are included on a digital sales platform (CDK Global).
- Test Drives and Remote Test Drives:
 - Make the appointment and keep it.
 - Communicate timing and expectations clearly.
 - Personalize them by sending select video resources via text or email in advance.
- Trade-Ins:
 - Acura ODSX uses Kelley Blue Book or Black Book.
 - Provides instant cash offer for buying online.
 - If using ODSX in the dealership, you have the ability to adjust trade price.
- F&I:
 - Load all available F&I products (pictures, videos, brochures, sample contracts, etc.) into the platform.
 - Clients are 50% more likely to purchase F&I products when they view materials online (CDK Global).
- Deposit:
 - Clients can make online deposits via secure checkout (ZDX only to begin).
- Delivery:
 - Ensure that the vehicle is prepped and ready.
 - Offer to provide delivery at the dealership or at the client's home or business.
 - ODSX helps with:
 - Scheduling
 - Delivery charge (as appropriate)
 - Assigning Delivery Personnel
- Digital Deal Package:
 - Deal packages will be digital.
 - Print paperwork if the client requests a hard copy.
- Inventory Management:
 - Keep ODSX inventory up to date.
 - Only ZDX will be available for complete online purchase to begin.
- CX Skills:
 - All the customer experience touches provided in-store need to be provided remotely as well:
 - Sharing Acura brand and product stories
 - Providing how-to instructions
 - Vehicle, feature and technology explanations
 - EV charging at home or away
 - Sharing “why buy here” information
 - Acura hospitality and CX best practices
- Stakeholders and Marketing:
 - Determine who will manage the system, enter new products and distribute leads, etc.
 - Create agreed-upon plan to integrate digital sales tools into your marketing plan.

RESOURCES, SUPPORT AND TRAINING

RESOURCES AND SUPPORT

- Tekion Support Documentation
- Modern Selling Skills Best Practices for Sales Consultants
- Acura Sales Managers Pro Tips (this document)
- District Sales Manager

TRAINING CALENDAR

January 2024

Web-Based Training

 AUDIENCE Sales Consultants	KEY TOPICS • Client Expectations • Modern Selling Skills • ODSX Platform Integration
 DURATION 20–30 minutes	

February 2024

Live In-Person Training

 AUDIENCE Sales Managers and Consultants	KEY TOPICS • What Clients Want • The Acura Client Experience • ODSX Integration
 DURATION 4 hours	
 IN-MARKET TRAINING San Francisco Los Angeles NY/Tri-State Area	

CX Digital Workshop

 AUDIENCE Sales Consultants	KEY TOPICS • Interactive Simulations with Virtual Clients • Apply Modern Selling Skills • Personalize Interactions • Leverage ODSX
 DURATION 30–40 minutes	



March 2024 (and Beyond)

Virtual Instructor-Led Training

 AUDIENCE Sales Consultants	KEY TOPICS • The Acura Client Journey • Modern Selling Skills Best Practices
 DURATION 60 minutes	

Sustainment

 AUDIENCE Sales Managers and Consultants	KEY TOPICS • Micro-Learning Training Elements (posted to the Acura Info Center) • Sales Manager Virtual Coaching
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