



# ***At Home Services***

## ***Best Practices***



**Autotrader**

# Autotrader At Home Services

With At Home Services, dealers ready to sell cars virtually can advertise home vehicle delivery in their local market, offer virtual vehicle walkarounds and provide at-home test drives. With At Home Maintenance, dealers who offer pick-up and drop-off service and repair can now highlight that offering as well. These new tools are included with all Autotrader listings at no additional cost\*. We're here to help you connect with consumers who want a virtual car-buying and maintenance experience.



## At Home Video Walkaround

Get virtual car sales started by providing consumers with a personalized video chat session, allowing them to ask questions and get a feel for the vehicle.



## At Home Test Drive

Offer car shoppers the ability to select and receive a no-obligation test drive at their location. (Dealers have the ability to specify the distance.)



## At Home Delivery

Provide customers the option to start their purchase online and have the car delivered directly to their location to complete their purchase, including paperwork. (Dealers have the ability to specify the distance.)



## At Home Maintenance

Let consumers know that you offer pick-up and drop-off for vehicle service and repair.



## At Home Paperwork

Initiate the sales process on the VDP by allowing shoppers to make an offer, understand their payment details and begin the paperwork to finalize the deal

\*You can use these tools unless your state has enacted any COVID-19 ordinances that prevent you from delivering vehicles to consumers' homes.

# Expectations for Success

<p><b>Internal Awareness (Sales Team)</b></p>	<p>Is your sales team aware that you are offering these services? Calls and emails should be handled differently, and your sales team needs to be trained on how to overcome the “sight unseen” confidence gap and this unique purchasing process.</p>
<p><b>Designated Lead Handling</b></p>	<p>If possible, designate leads interested in At Home Services to specified team members to handle.</p>
<p><b>Managing Calls</b></p>	<p>Is your sales team handling calls appropriately? Are they overcoming at-home/distance objections? If you’re not seeing a great conversion rate, follow up by listening to calls to ensure they are using proper messaging.</p>
<p><b>Merchandising</b></p>	<p>Some shoppers may be hesitant about purchasing sight-unseen. Merchandising your delivery process, shipping costs and purchase assurances in every way possible will help them understand the process and feel more comfortable. Add overlays to photos, a landing page on your dealer website, and explain it in your seller comments.</p>

# At Home Services Virtual Car Buying Best Practices

- **At Home Video Walkaround**

- Establish a date and time, and a video chat app that works for you and the shopper.
  - Use FaceTime, Skype, Zoom, Facebook Messenger, WhatsApp Messenger, Google Duo or Hangouts, Marco Polo, etc. to video chat the shopper and provide a walkaround of the vehicle.
- Have a team member video the walkthrough, holding the phone in a vertical position.
- Keep the walkthrough concise, if possible (3-4 minutes, unless more time requested by shopper).
- Start the vehicle to allow the shopper to listen to the engine, demonstrate that the lights and blinkers all work.
- Make sure you have a reason to follow up – Offer an At Home Test Drive as a next step in the process.

- **At Home Test Drive**

- Call the shopper to set a date and time and to discuss location specifics for the remote test drive.
- Provide details on cleanliness level and what steps you are taking to ensure vehicle is disinfected, your sales team and the public are protected.
- Add details on your listings – How far can you deliver a car for a test drive?

- **At Home Delivery**

- Add a homepage banner/ image highlighting the home services you offer.
- Add details on your listings – How far can you deliver a car? What are your shipping times and costs? What is your return policy?

## ***At Home Services Virtual Car Buying Best Practices, Continued***

- Build a page highlighting your dealership's commitment to providing quality and service. Let people know you are open for business and what you are doing to facilitate remote sales and to help protect your staff and the general public.
- Post to social media.
- Set up an entry popup or notice on your homepage.
- Create a video explaining your new remote sales process.
- Email customers in your CRM – inform them of your new sales process and what you are doing to support remote shopping.
- Launch a remarketing campaign with your response message.
- SEO perspective – continue to focus on your local market.
- Google My Business – keep this up to date with any changes like open hours. Include photos of your clean, spacious dealership, utilize Google Posts and blogs as the situation develops.
- Update paid search ad copy.
- Update display creative.
- Advertise using video – Push this out to YouTube, Instagram, Facebook. Talk to your Dealer.com rep for assistance reaching customers at home.

## Sample At Home Walkaround Video



Click to play

## Best Practices for Dealers Offering At Home Delivery

- Using third-party vendors for document signing
- Transactions through Maverick, etc. to protect parties from fraud
- Offer video walkaround for shopper.
- Create detailed vehicle comments, including
  - Shipping radius
  - Shipping costs
- If a shopper isn't satisfied with walkaround, order additional inspections:
  - AiM Inspection
  - BlueStar
- Reinforce that you are a good company to work with (BBB, dealer reviews, etc.).
- The more photos the better, especially for those buying a vehicle sight-unseen!

# Handling Calls when the Shopper IS familiar with the virtual car buying process

*Be upfront and straightforward with your delivery process, shipping times and costs, purchase assurances*

- Sales Rep: “Where are you calling from?”
- *Shopper replies*
- Sales Rep: “Oh great, we work with a lot of car buyers in your area. Can I Facetime with you to show you the vehicle? I can send you more pictures and a video as well.”
- *Shopper replies*
- Sales Rep: Have you driven the (the car they calling about)?
  - If yes, ask “Where?” (Know where the customer has been shopping. Very important to also understand if they’re looking at New, Old, or maybe a rebuilt title)
- Sales Rep: Do you have a trade?
  - If yes, let them know that we currently need those types of cars for trade in.

## **Sell the dealership**

- How long in business?
- How many vehicle have you delivered to shopper’s homes?
- Guarantee of their vehicles, delivery process, shipping times and costs

## **Sell the car**

- Can I get your number and email so I can send more pictures and a video of the car?
- You can also test drive the vehicle from your home or have it inspected by outside company

## Handling Calls when the Shopper is NOT familiar with virtual car buying processes

*These leads will need a little more support to feel comfortable completing the car buying steps virtually and to be reassured about the vehicle delivery process.*

- Sales Rep: “Where are you calling from?”
- *Shopper replies*
- Sales Rep: “Oh great, we work with a lot of car buyers in your area. Can I Facetime with you to show you the vehicle? Or setup some time for a video walkthrough of the vehicle tomorrow? I can also send you more pictures and a video as well.”
- *Shopper replies: A video walk through sounds good, but how do I know that there isn’t anything wrong with the car?*
- Sales Rep: “We can start the engine and I’ll film a co-worker driving it around the block. We are also happy to have a 3<sup>rd</sup> party inspect it!”
- *Shopper: I don’t know if I feel comfortable purchasing a vehicle without test driving it first.*
- Sales Rep: “I understand you want to drive it before you buy it to make sure it is in good condition. Why don’t we schedule a time tomorrow for you to test drive the vehicle from your home? Will that work?”

*\*\*If you are unable to offer a virtual test drive, but local delivery is an option\*\**

- *Shopper: I don’t know if I feel comfortable purchasing a vehicle without test driving it first.*
- Sales Rep: “I understand you want to drive it before you buy it to make sure it is in good condition, but this car is only 2 years old, is under warranty, and we do have our 7-day return policy for this reason! We have not have any returns in the last three months. This what I can do – I can video me driving at all different speeds and email it to you. Will that work?”

## *Handling Calls continued...*

- Keep the customer on the phone for five minutes
- Have elevator speech ready for the customer
- Ask questions
- Make sure you have reason to follow up with them
  - Example: email pictures, inspection, scheduling a test drive from their home to make sure everything check out.
- Talk about the return policy, if you have one, to build trust in the process

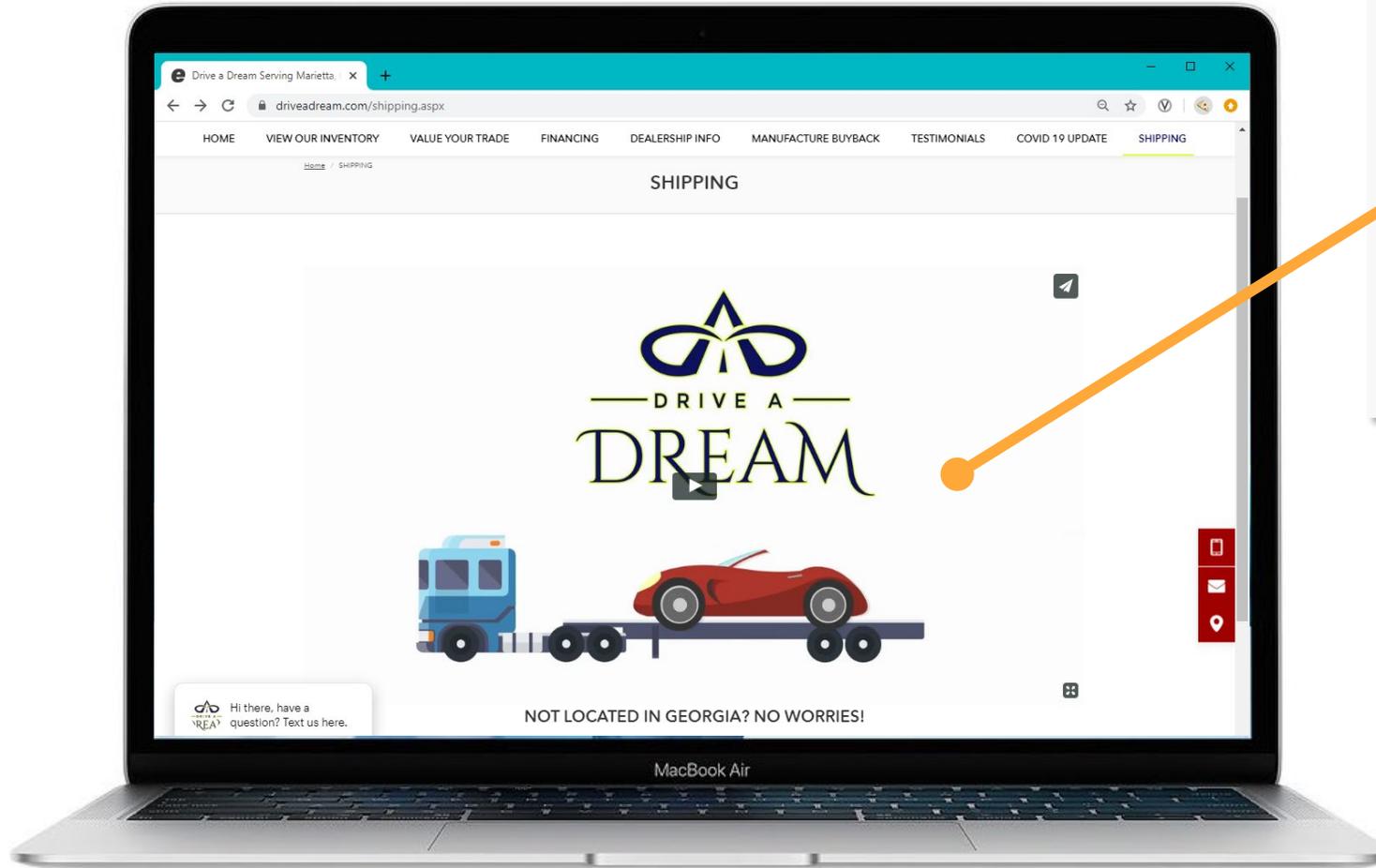
# Merchandising Virtual Car Buying Best Practices

- Include and highlight Digital Retailing & Instant Cash Offer on listings.
- Clearly articulate the ease of doing business throughout photos, comments & videos – help overcome objection of distance through providing confidence in the areas that make consumers uneasy.
  - Do you charge shipping fees?
  - Buyback policy – Answer the potential question, “What if it’s not what they said it was?”
- Consider including delivery messaging in vehicle photo carousel.
- Consider directing Autotrader inventory to a landing page on dealership website explaining your virtual processes – video or simplified checklist.
- Include testimonials from virtual shoppers in reviews and on website.



Customize your shipping map: <https://mapchart.net/usa.html>

# Successful Website Merchandising



**Drive a Dream**



**ADDRESS**  
Delivery to, Houston, TX 77090

**PHONE**  
1 (844) 200-7919

**HOURS OF OPERATION**

Monday	9:30am - 8:00pm
Tuesday	9:30am - 8:00pm
Wednesday	9:30am - 8:00pm
Thursday	9:30am - 8:00pm
Friday	9:30am - 8:00pm
Saturday	9:30am - 8:00pm
Sunday	Closed

[Confirm Availability](#) [Visit Dealer Website](#)

Clear and consistent messaging across Autotrader and the dealer website helps **inform shoppers** while making them feel **more comfortable** with the process

# Best Practices for Dealers Offering At Home Maintenance

- **Merchandising is key**
  - Make it clear on your website and advertising that you offer pick-up and drop-off for service and repair.
    - Send your customers an email explaining that you're open for business and ready to help service their vehicles in a safe and convenient manner.
    - Get the word out on social media. Many of your customers are spending more time on there than usual these days!
  - Update your website and consumer scheduling experience to highlight precautions and actions you're taking to reassure your customers. Some examples of sanitation best practices can be found [here](#).
- **Utilize scheduling tools and set customers' expectations for the process**
  - Leverage tools like [Xtime](#) to create a seamless scheduling process for your customers.
  - Raise awareness of your service financing options through dealership signage, appointment scheduling, and communications to help reduce the impact of an unexpected repair on your customer's budget.
  - Fill customers in on what to expect from scheduling all the way through to drop-off. Let them know how pick-up will work, how you'll keep them updated, how payment will be handled, and what they can expect when the car and keys are dropped off.
- **Ensure the pick-up process is seamless**
  - Use text messaging to let customers know a service technician is on the way. Consider including the technician's name, phone number and a photo in your message.
  - Create a process for safe and secure handling of vehicle keys.

# Best Practices for Dealers Offering At Home Maintenance, Continued

- **Provide clear communication while the car is being serviced**
  - Offer your customers a simple way to stay up to date on service status from their phone or computer.
  - Eliminate any paper-based processes that require face-to-face interaction. Use online approvals for all additional service recommendations.
  - Provide a connected experience by sharing photos and videos with your customers to show and describe services and repairs that may be needed.
- **Leverage contactless methods for a smooth vehicle drop-off**
  - Communicate with your customers via text when their vehicle is ready and coordinate a convenient drop-off time.
  - Encourage contactless payment methods like online payment by sending a text or email request to pay for services and enabling your customers to complete payment on their mobile device.
  - Coordinate a process for safe and secure hand-off of keys.

## Best Practices for Dealers Offering At Home Paperwork

- Merchandise your VDPs, where shoppers can see payment scenarios, structure a deal or trade-in, review payment options, and submit their offer.
- Be sure to respond just as you would if the shopper were sitting in your dealership. Ensure your replies validate the work they've done so far and consider sending a personalized video message, along with a realistic counteroffer and next steps.
- Continuing to message the shopper via emails or text is fine but taking the conversation into FaceTime or a phone call may be more beneficial. Remember, you're building the relationship.
- As you work to finalize financing, prepare the contract and check for errors. At this point, connect with the shopper via webinar or video conference. Be sure to communicate the details of delivery and handoff, especially when it comes to your sanitation and social-distancing procedures. The goal is to make the shopper 100% comfortable. If you have a return policy, now is the time to clearly communicate your policy.
- Finalize your checklist of items for your staff that need to be completed before leaving the drop-off location, such as double-checking signatures, DMV details, trade keys (if applicable), and odometer verification.

## **Questions?**

*We can help! Contact your Dealer Success Consultant.*