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**PES #4: DRIVEN2 GROW**

Maximizing Lead Management Techniques

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Characteristics of a successful BDC:

* Centralized Department
* Communication Hub
* Managed Daily
* Trained Specialists
* Integral Part of Your Marketing

Benefit to your dealership

* Create and Drive Traffic
* Consistent, Effective Customer Communication
* Develop Opportunities
* Improve Customer Retention
* Increase Profitability
* Attract and convert customers

Dealers can leverage the power of a BDC

* Improve customer response and performance with inbound leads
* Have consistent follow up with each customer at the right time
* Create a better customer service experience.

Leads are a valuable asset

* Creating an exceptional customer experience begins with that first call, DMN, or Web Lead
* Review your process for inbound service leads:
* Inbound Service Calls
* Dealer Maintenance Notifications/ONSTAR
* Web Leads

ACTION—The process for each lead source should address the following:

* How many fresh leads were handled daily?
* Who handled those leads?
  + Leads should be managed by dedicated and trained BDC reps
* What were the results?
  + How many appointments were scheduled?
* What’s next?
  + How many appointments showed?
  + A follow up schedule should be in place for all missed appointments

Outbound Service

* Appointment Management
* Recommended Maintenance
* Defectors
* Declined Work
* Special Order Parts
* Recalls
* Seasonal/Marketing Campaigns
* Service to Sales

ACTION—For Outbound Service Leads, Scripting and Follow up Schedules should be in place for each campaign.

* ProActive BDC Success Guide is a tool created to assist dealers with creating a customized business development binder that includes Best Practices and scripting guides.
* To obtain a complimentary copy of the PDS BDC Success Guide, please submit your request online at <http://www.bdcexperts.com/contact-us> . Please be sure to use the following code: WRN2016

BDC Benefits the Service Lane

* A service BDC creates a **CONSISTENT HANDLING** process for service appointments
* A service BDC allows the service advisor to **FOCUS ON THE CUSTOMER IN THE SERVICE LANE**
  + Pre-Visit and Post-Visit Customer Interaction
  + Focus on Customers in the Service Lane
  + Thorough Write Up
  + Vehicle Status Updates
  + Active Delivery
  + Prebooking

ACTION—Implement Vehicle Status Updates and PreBooking Process by Service Advisors to help achieve RSLE Customer Standards.

* Refer to the PDS Success Guide for steps to setting up the Vehicle Status Updates and PreBooking processes.
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Successful BDCs have these traits

* Management engagement
* Lead management
* Dedicated BDC manager
* Daily expectations and accountability
* Proper staffing and compensation
* Ongoing Training

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