

3 Tips for Winning the Walk-In Shopper



Serious car shoppers spend a lot of time researching vehicles online, but more than 95% of purchases still happen at the dealership.¹ Some shoppers visit the dealership to gather more information about a vehicle, while others know exactly what they are looking for when they arrive. No matter where the shopper is in their journey, these best practices will help you validate their experience and, ultimately, win the sale.



Get to Know Your Walk-In Leads

A walk-in lead could be visiting your dealership for a variety of reasons. They could be there to learn about differences between makes, models, and trims, to test drive a specific vehicle, or they could be there to make a purchase. It's your job to find out.

Learn where your walk-in came from and what brought them to your dealership by asking questions like, "Where did you find our dealership?" and "Is this your first visit to our lot?" If they found your dealership on CarGurus, you know they have done their research, so you can focus on building trust and providing a fast and easy purchase process. If they are a repeat customer, you might want to emphasize the great customer service you offer. The more you engage with your walk-ins, the better you will be able to tailor your sales pitch and attribute your sales.

A large blue circular graphic containing the text "50% of shoppers will drop in at a dealership without contacting the deal in advance."

50%

of shoppers will drop in at a dealership without contacting the deal in advance.²

2

Emphasize Third-Party Pricing Validation

Consumers value the transparency that third-party pricing validation offers—over 80% of shoppers won't buy a car without it.² Show shoppers that they are getting a fair price for each car they are interested in by using your CarGurus vehicle details page (VDP) to validate what each car is worth.

Giving the shopper a copy of your CarGurus VDP puts all of the car's details and features at their fingertips and shows them what type of deal you are offering. Explain that CarGurus analyzes millions of data points, including make, model, trim, options, dealer reputation, and more to determine a vehicle's deal rating. Emphasizing that you are providing independent, third-party data will help you win the shopper's trust.



Negotiation Pro Tip: The majority of shoppers aren't necessarily looking for the best deal, they just want to know they are getting a fair deal—80% of CarGurus' email leads go to Fair, Good, or Great deals.³ When negotiating with a shopper, acknowledge the research they've done, but emphasize that you have already put your best foot forward online. Use the CarGurus data they saw online to validate the deal you are offering on the lot.

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Promote Your Dealership's Reviews

Shoppers choose one dealership over another based on several factors, including dealer reviews. Don't assume that you've already won your walk-in shopper because they are on your lot—you should be selling your dealership experience to everyone who arrives on your lot.

Showcase your dealership's reviews to instill confidence in your shoppers and differentiate your dealership from your competitors. And if they are a satisfied customer, encourage them to leave a review of their experience.

68%

of CarGurus shoppers always look at dealers' reviews before contacting them—and 25% say they are the most important factor when choosing a car²

Brush up on sales floor best practices to win the walk-in

Whether you're running a small independent dealership or a massive franchise group, every sale matters. Your marketing can help bring potential customers onto your lot, but it's up to you and your sales team to close them. By taking the time to get to know your shoppers and using third-party data and tools to validate their decision, you'll have a lot fewer walk-in shoppers getting away.



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¹Think with Google, 2017 | ²CarGurus shopper surveys with 1K to 2K respondents | ³CarGurus data, Q4 2017