

What do you tell in your video



A video message after
a phone call



“Hopefully I will hear from you...”

This is how many phone calls end at dealerships.

The question that arises is: have you had an effective phone conversation with your customer? How effective can your follow-up video then be?

How can you create a result-oriented video message that seamlessly matches the wishes of the customer? Your introduction: thank you for calling! I'll be delighted to help you with that. May I ask you something?

1: What is it about the <make model> that particularly appeals to you?

Translation in the video: Customer talks about space, for example: you follow up by asking what the customer means by space. This might be plenty of room when you step into the car, room for passengers on the rear seat, space for luggage, or just a feeling of spaciousness. Refer to this in the video.

Customer talks about seating comfort. You ask what the client means by seating comfort. You show this in the video. While you are filming you suggest that they really should experience the comfortable seats.

2: Question: What are you going to use the car for?

Translation in the video: Because you spend a lot of time behind the wheel, I'd like to let you experience the comfortable ride, the power of the motor and just how quiet the motor is. Depending on the customer's preferences you can refer to a number of things.

3: When do you intend to start using your new car?

Translation in the video: You might want to refer to your cars that are in stock, or the short delivery time.

4: Why are you looking specifically at the “x” model?

Translation in the video: You can use whatever reasons the customer refers to in your video.

5: What do you definitely want to see again in your new car, because you are pleased with it in your existing car? voor u?

Translation in the video: You can refer to a number of these things in your video.

6: Do you have a particular monthly budget in mind? What price category are you thinking about?

Translation in the video: With these model questions you can find out how the car is to be financed. You can then bring this up in your video. For example - private lease.

TIP: Over the coming days, reflect on what you ask and how you ask things in your telephone conversations. If you ask the right questions you will also get the right answers. And these are the reasons for buying, which you are going to add to your video message. That way you get straight to the customer's heart.

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