

The Auto Trader Retailer Awards Steps to Success

Create a path to purchase by guiding potential customers through these four key steps to success identified through our mystery shopping program.

1000 emails 500 calls 150 visits

1. Get viewed online

Be where the buyers are.

76%¹
of automotive minutes are spent on Auto Trader

Optimise your website to meet consumer needs. The best dealer websites are:

- » Enjoyable
- » Intuitive
- » Trustworthy
- » Show what you offer

2. Convert interest to an enquiry

All enquiries matter – you wouldn't turn customers away from your forecourt, so make sure your virtual shop is always open too.

Email enquiries...

Over 22%
of retailers didn't reply to email enquiries

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- » Less than 1 in 10 sold themselves, for example by mentioning their good reviews or the services they offer
- » Only 20% invited the customer to view the car!

Telephone enquiries...

Over 36%
of sales execs didn't invite the customer to come and view the car

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- » Two thirds were made to wait more than 30 seconds
- » Only 3 in 10 sales execs asked more than one question about the customer's vehicle needs

"The car buying journey can be thought of like a funnel, you're trying to encourage as many consumers from your adverts, to your forecourt to buy your stock. Don't miss an opportunity to invite a customer to your forecourt, they could be a potential buyer!"

Marc Thornborough
Brand Director, Independents

3. Provide a great forecourt experience

52%
of sales execs didn't ask the customer's budget

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- » 1 in 3 didn't ask the customer why they were looking to change their vehicle

Only 4 in 10
customers were shown the car they came to potentially buy!

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- » 1 in 2 vehicles were not ready to test drive

"We know that 6 in 10 consumers don't think they have chosen their perfect car, so they make do. Understanding customer needs, then showing them a vehicle with features to match these needs can help increase your sales conversion and make sure the consumer leaves your forecourt happy."²

Nick King
Market Research Director

Only 54%
of customers were offered finance

"7/10 consumers see the monthly payment as the most important factor in their decision to purchase. Displaying finance offers on Auto Trader can create a seamless experience from online to your forecourt. Consumers can be confused by finance so offer it, explain it and you'll see the benefits."³

Chris Penny
Brand Director, Franchise

4. Build for future sales

Sale made...

Great!

As part of your after-sale care, make sure you ask the customer for a review so you can leave a positive impression for future customers. See step 2 above.

Only 57%
of retailers on Auto Trader ask for reviews⁴

No sale...

Persist!

Give the customer a ring within the next 48 hours, they may be thinking about it or consulting with a partner.

Only 4 in 10
sales execs followed up

To hear more about our mystery shopping research and other best practice advice, sign up to one of our **free regional masterclasses**

[Sign up today](#)

1. Share of minutes is a custom metric based on comScore minutes (m) and is calculated by dividing Auto Trader's total minutes volume by the entire custom-defined competitive set's total minutes volume. The custom-defined list includes: Auto Trader, Gumtree motors, Pistonheads, Motors.co.uk & CarGurus.
2. Auto Trader Car Buyers Report 2017.
3. Auto Trader Market Report, March 2018.
4. Based on Auto Trader January – July 2019 including reviews directly on Auto Trader and from third party sites.
All other statistics based on a mystery shopping program carried out by Performance in People on behalf of Auto Trader on a sample of 1,000 retailers in 2019.