



# Utilizing Text for Your Dealership

## A Guide from Trader Interactive

In an increasingly virtual world where consumers expect to be contacted through their preferred method of communication, utilizing text communication for your dealership helps you connect with customers where and how they like to be contacted. With **68% of consumers** preferring text over phone calls<sup>1</sup>, not taking advantage of this form of communication could ultimately cause you to miss out on key connections with customers.

### Texting is FREE through Trader Interactive

Text is a feature that is available on your marketplace and website listings as another option for motivated buyers to connect with you. Aside from "Email" and "Call" options, "Text" allows potential buyers to reach out to you directly and have a real-time conversation with you or a member of your team. Our text feature is available to consumers on both the desktop and mobile versions of our websites or your dealership's website, enabling on-the-go customers the opportunity to text you no matter the device they are on.

### Here are some tips on how to successfully use Text for your dealership:

- 1. Choose the Best Number.** You will only be able to have one number receive text messaging leads, so be sure it is a text-enabled mobile device for someone that is a great texter. How do you know if they are a great texter? They should be familiar and confident with their text messaging capabilities as well as follow the next few tips below.
  - Bonus Tip:** All text leads are tracked in TraderTraxx and can be routed via email to various team members in your dealership.
- 2. Respond Quickly.** Consumers are constantly distracted, especially when shopping online. Your dealership should be quick to answer their text inquiries. Through Trader Interactive's text feature, you will receive a message that informs you of what unit they were interested in as well as the customer's contact number to reach out to for follow up. Follow up quickly to ensure you are keeping their attention when they are ready to engage so they don't look elsewhere for their purchase.
- 3. Introduce Yourself.** Just like you wouldn't walk up to someone that just walked into your dealership and immediately bombard them with questions, you should do the same here. After all, you won't be responding to the same message you received or what they sent, so introducing yourself and your dealership will put the customer at ease.
  - Bonus Tip:** Save your introduction message on your phone's note app to save time when responding back to customers.
- 4. Be Professional.** Remember, this is still an extension of your business. Your text messages should be treated the same way you would treat any other dealership communication. Avoid using slang, sarcasm, text shortcuts (such as BRB), and all caps when responding, as this can come off as rude, yelling and/or unprofessional. Instead, treat them with as much respect as you would if they were having a face-to-face conversation with you.
- 5. Keep Your Message Simple.** As the rest of your conversation unfolds, keep your language clear and concise. Messages should be easy to understand and stick to the questions at hand. Stay on-topic and be sure to text responses that can be easily understood by anyone. That means no complicated explanations or fancy jargon when describing the units. Also be sure to answer any and all questions they have about the unit they're interested in. The clearer you are, the less confused your customer will be during the process.
- 6. Offer a Follow Up or Next Step.** As you wrap up, offer next steps such as coordinating a follow-up meeting or phone call, but be sure you're not being too pushy or salesy in your verbiage. The person texting may just be in the research phase and simply inquiring, but not quite ready to buy yet and that's okay.
- 7. Wrap Up With a Thank You.** Even if the customer declines your offer to take a next step, no matter the outcome of the conversation, be sure to end the exchange by thanking the person for their inquiry. Show your appreciation for their interest even if it's a "no" at this time, because you never know - they may change their mind or come back in the future to make a purchase.

The vast majority of consumers say they want to use text messaging to communicate with businesses, but less than half of all businesses are actually equipped to use text messaging when communicating with consumers.<sup>2</sup> **The good news - we've made it free and easy for your dealership.**

<sup>1</sup>) <https://www.gfk.com/en-us/insights/press-release/smartphone-users-spend-as-much-time-on-entertainment-as-texting-gfk-mri-study/>  
<sup>2</sup>) Twilio

**Connect With Us Today** We're here to help ensure the success of you and your dealership. If you have any questions or concerns about how to incorporate text on your marketplace or website listings, please reach out to [marketing@traderinteractive.com](mailto:marketing@traderinteractive.com) or call (800) 684-6104.