



ISI / PAL Automotivaters Inc.
A division of Fusion Performance Group Inc.
PMB#132 230-1210 Summit Dr.
Kamloops, BC, V2C 6M1
Tel: 250-920-7775 Fax: 250-920-7773 Toll: 1-800-828-8681
www.automotivaters.com

Course Title: SERRN - Building Your Repeat and Referral Network Program

Automotivaters Training Delivery Methods: Trainer Lead: In-Person or Online Live via Zoom.

Duration: 6 hours in-person or 2 x 3-hour sessions via Zoom.

Attendees: Sales Team and Sales Management

Learning Objectives:

Topics and Objectives

- Consumer Research, Social Media, Shopping Behaviour, New Realities, and Future Success.
- Participants are provided with a comprehensive summary of current research findings in the areas of consumer behaviour, social media usage, shopper research habits, consumer expectations, and future purchase intentions.
- Participants understand the link between these changes and the need to adapt their attitudes, expectations, and personal approaches to better match the current and future customers.
- The participants are aware of the personal impacts of fewer dealership visits, lower walk-in traffic, and shoppers who are well-advanced in their decision-making processes.
- Participants understand that the days of going to work to wait for traffic are gone. There is nothing that dealerships or brands can do to bring back the days of high walk-in traffic - it is a permanent change in shopping behaviour that affects every dealership and every brand.

What Does It All Mean?

- Participants review and evaluate the current and future realities.
- Participants translate facts to impacts to personal actions required.
- Participants understand a status quo approach to their role will not achieve future success.
- Participants understand the need for an "appointment culture" to ensure future success and growth.

Nature Of Loyalty and Marketing: Brand Vs. Dealer Vs Personal

- Mechanisms For Building Loyalty.
- Participants understand the differences and objectives of personal marketing versus brand or store marketing.



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Loyalty, Repeat, and Conquest Business

- Participants learn more about Outbound Marketing.
- Participants review passive versus active approaches to business development.
- Participants understand what activities fall within the definition of Outbound Marketing.
- Participants learn more about aspects of Digital and Internet Marketing.
- Participants understand how to identify their existing or potential new circles of influence - both online and offline.
- Participants understand how to identify logical targets for increasing their circles of influence through activities, interests, or associations.

Re-Defining Our Role and Designing Personal Marketing Plans

- Participants learn how to develop their personal marketing plans and the methods and channels used.
- Participants design a plan for growing circles of influence that defines methods, channels, frequencies, and timings.
- Participants identify missing channels and create action plans to establish and market products such as compelling video content, social media strategies, and eLead best practices.
- Participants will learn how to leverage social media as their brand.

Social Media and Digital Marketing

- Learn more about Social Media strategies, the importance of Social Media in today's digital landscape, and its impact on consumers, brands, and audiences.
- Developing a social media strategy framework.
- Learn how to create compelling video content on products.
- Learn more about the importance of video content & engagement.
- Get tips for planning and scripting an effective product video.
- Learn more techniques for capturing high-quality video footage.
- Editing and post-production essentials for impactful product videos.
- Learn more about crafting effective Social Media Content Strategies.
- Defining your target audience and understanding their preferences.
- Leveraging storytelling and visual elements in social media posts.
- Maximizing engagement through captions, hashtags, and calls-to-action and eLead handling best practices.
- Introduction to eLead handling and its importance in the automotive industry.
- Effective communication strategies for handling eLeads professionally.
- Tips for nurturing leads and building relationships through eLead management.
- Utilizing technology tools for efficient eLead tracking and follow-up.
- Developing a personal brand on social media.



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- Building credibility and trust through social media presence.
- Strategies for promoting yourself and your expertise.

Shortening Trade Cycles

- Understanding your CRM data.
- Trade cycle education.
- Finding the “Trigger Points” and the impacts.
- Understanding leasing and how to build value in leasing.
- Overcoming lease objections.

Content Review - Reflection - Action Items

- Each vehicle consultant will reflect on the content presented and create action items.