

SKILL SHEET

ATTRIBUTION REPORTING



Attribution reporting tracks the effectiveness or ineffectiveness of our advertising. The report is based on the comments under “source” that you fill out on the sales log that gets texted to Shottenkirk leadership every night. The goal is to drive more customers and more traffic to your website and showroom by spending advertising dollars on what is working and redirecting the advertising dollars on what isn't working. Doing this effectively just takes the willingness to ask a few simple questions. Attention to this will help us make decisions that WILL get you a higher quality buyer and increased closing percentage.

MANAGERS Should Be Asking the Customers:

- How did you find out about the dealership?
- Where did you find the car that you came to see?
- What led you to that particular vehicle?

All Attribution Questions Should Be Addressed to:

Doug Owen - 319-750-2848 - dowen@shottenkirk.com

Wendi Kennedy - 817-269-4992 - wendikennedy@shottenkirk.com

Phil Crook - pcrook@shottenkirk.com

DO'S AND DON'T'S

#1 - DO leave it blank if you forgot to ask. No information is better than the wrong information. You can always call the customer back the next day.

#2 - DON'T go into the CRM to see how the lead came in. We know what the CRM says - we want to know what the customers says.

#3 - DO have the Sales Managers be the one to ask the advertising source question that goes on the sales log. **This should be happening as part of the Sales Manager's Early Manager Introduction.**

#4 - DON'T wait until the end of the night to fill in the information on the sales log. This needs to be done in real-time throughout the day.

#5 - DO ask “what brought you in?” early in the process so that you can determine how best to capitalize on their visit. The more information you have upfront - the more you understand the customers situation.

#6 - DO slow down and focus on making your writing clear and legible.

#7 - DO ask follow-up questions. Almost all of the customers will say “website”. What brought them to the website? What brought them through the doors today? We want to spend our money on those answers.

THESE SOURCES REQUIRE ADDITIONAL QUESTIONS OR DON'T NEED TO BE ON THE SHEET:

- **REPEAT** (What prompted you to come back?)
- **SERVICE** (You like our service department? Too expensive to get your car fixed? Sales professional met you while you were waiting in service?)
- **FORD DIRECT - HONDA, HYUNDAI ETC . . .** (You like Honda's? You went to the Honda website and we were the closest dealer or had the exact vehicle? Was it a Honda lead that we paid for that brought them in?)
- **REFERRAL** (Doesn't need to be on the sheet but you should be prepared to have the name of the person who referred them)
- **ONLINE APPLICATION** (This isn't an advertising source)
- **CHAT, CAR NOW, PODIUM** (These aren't advertising sources. They are buttons on our website. They might have helped move the process along, but they didn't bring the customer to the website)
- **LOT UP/PHONE UP/BE BACK** (These aren't advertising sources)
- **CAP ONE** (Was this a mailer? The button on your website? The used inventory on the Capital One site? Was it the CAP ONE leads we pay for?)