



Video Chat Best Practices

Enhancing Your Online Sales with Video Chat

Due to the coronavirus pandemic, you may be limiting the number of people inside of your dealership, or may have had to close your doors completely. When you can't shake hands and offer test-drives, selling becomes more difficult. However, one unique communication solution during social distancing is **Video Chats**, which consumers can now request from dealers through our marketplace. We're helping dealers set up live Video Chat appointments because they can enhance your virtual retailing experience by providing the convenience consumers are looking for and can result in higher conversion rates from interested leads.

Advantages of Video Chat

Live Video Chat appointments with leads satisfy many of the goals of a traditional appointment, including:

- Showing off the unit and its parts
- Demonstrating unit functionality
- Answering any customer questions
- Making your closing sales pitch

Scheduling Video Chats

Here is the process of video chats facilitated through our marketplace:

- All listings on our marketplace will now include a "Video Chat with this Dealer" button
If you prefer to not offer Video Chats, notify Dealer Services and we'll turn it off
- When a prospect selects this option, they fill out a lead form to capture their details, including:
 - Their device type (laptop or smartphone, Apple or Android)
 - Their preferred time-frame for a call (for example, between 8am and noon)
- Once you receive the lead, simply contact the consumer to confirm:
 - An exact time for the live video chat
 - What video app or feature you'll use to chat with the prospect
- To hold the chat, feel free to use whichever video app or feature works for you; popular options include:
 - Zoom
 - FaceTime (if both you and the prospect have Apple devices)
 - Google Hangouts
 - Duo
 - Facebook Messenger Video Chat
 - Imo
 - UberConference

Tips for Video Chats

During live Video Chat appointments, you can show off the unit in many of the same ways you would if the prospect was on your lot, including:

- Let them hear the running engine
- Show the mileage
- Highlight specs or features
- Point the camera toward any spot or part the consumer requests to inspect
- Anything else you would usually highlight face-to-face

When communicating remotely, remember that while consumers may be more informal, be sure your digital communication is always

- Professional
- Helpful
- Informative

Troubleshooting

I don't know if I have the right device.

- As long as you have a mobile device, like a smartphone or tablet, you should be able to easily access your device's app store and download any of the above apps for free
- Even a wifi-connected laptop can get the job done, though it may be more awkward to carry around your lot as you showcase the unit
- Download and test-drive the app with an employee or a friend or family member now -- well before your first appointment -- so you can become familiar with its functionality, including knowing if the audio and video are working correctly
- Consider offering 2 video chat options, so that you can use the app the consumer is more familiar with, and to have a back-up option if one app is not functioning properly

What if the connection does not work?

- Keep in mind there may be problems with your internet connection, the customer's internet connection, or the app itself
- Have a back-up app ready to use if the first app does not work properly
- Have a contingency plan if a mutual connection cannot be established, including:
 - Calling the customer to let them know there is an issue
 - Sending them additional photos of the unit
 - Sending videos of you conducting an inspection and narrating a description
 - Passing on anything else the consumer may wish to see

I've never used video chat before; what will I see?

- Typically in a video chat, most of the screen will show the other person, while a smaller box in the corner will display what your camera is showing them
- You are also likely to see a number of icons:
 - Phone icon: Start or end a call
 - Microphone icon: Mute or unmute yourself
 - Video Camera icon: Turn camera on or off
 - Camera icon with circular arrows: Switch between the front-camera that will show your face and the back-camera that will show whatever your device is pointed at

With live Video Chats, you can continue to generate, nurture, and close leads, almost as if your physical dealership was still open and operating at full capacity. For questions related to Video Chats, or for more information about how our dealer solutions can help you advertise and sell inventory effectively during COVID-19, contact us today. **Please reach out to marketing@traderinteractive.com or call (800) 684-6104.**