

Know Your Buyers and Win Their Business



What are buyer personas and why are they important for your dealership?

Simply put, buyer personas are general profiles of your customers. They are “types” that reveal your customers’ behaviors, expectations, and concerns to help you understand how to best handle their needs.

Once you can identify your buyers’ personas, you’ll be able to address their concerns quicker and anticipate their shopping behaviors. You’ll be able to craft your messaging and selling techniques around their personas for better engagement.

With this information at hand, you’ll be able to give your customers a better experience at your dealership. Understanding buyer personas will help you develop trusting relationships, speed up transactions, and create quicker profit opportunities.

Let’s meet five common buyer personas.

"I'm in the market to upgrade if we can get the payments I want. How quickly can you make that happen?"

Assertive Adam

Buyers make many decisions at the dealership, and for Assertive Adam, those decisions are easy. He will ask you questions and expect honest, straight-forward answers before he makes his choice, but he will be decisive.

He might give demanding responses and follow up with more questions, but if Assertive Adam feels strongly in any direction, he'll be willing to take risks and will easily make a decision by himself.

According to the *Car Buyer Journey* study, out of the 3-hours average time spent during the purchase process, half is spent doing paperwork or negotiating, resulting in a 46% satisfaction rate for the length of the process.¹

A fast transaction is very important for Assertive Adam, so look for ways to expedite processes with this buyer.





"I'm interested in a car on your website. Can you show it to me? The reviews I've found are very positive."

Logical Leah

Data is extremely important to Logical Leah. When you speak with her, back up your claims with the hard facts. You'll earn her trust quicker that way. Be sure to let her process the data and don't push too hard in the beginning.

Logical Leah might also look for feedback from her friends and family and evaluate your information closely to make sure your option is reasonable. Be sure you follow the rules and keep your offer fair to win over Logical Leah.

According to the *Car Buyer Journey* study, 1 in 3 vehicle buyers know the exact make and model they want to purchase before entering the dealership.¹

Logical Leah will most likely have researched the exact make and model, plus the price and package she wants, so be ready to find the exact match for her needs.

If you have financing or other forms on your website, she'll most likely fill them out and arrive at your store with them in hand.



"I'm thinking through your offer. Tell me again how you arrived at this number?"

Skeptical Sam

When you first meet Skeptical Sam, don't push too hard. He's a quiet-natured person and the most critical thinker. He'll listen to everything you say and analyze it—quietly to himself. Be sure to check in a few times to make sure he's still on board with the direction you're heading with your offers.

With Skeptical Sam, don't embellish—present him with real facts. He'll want to trust you, but you'll have to earn it.

If you prove you're trustworthy, Skeptical Sam will trust your dealership with his sales and service needs and keep coming back.

A study by DMEautomotive showed that when customers maintain their vehicles at a dealership, they're 86 times more likely to purchase their next vehicle from that dealership.² After your deal, be sure this buyer is confident with both your sales and service departments.





"Yeah, you can take a photo of me with my new car for your social media! Can you take one on my phone so I can share it too?"

Showman Shannon

Before you have a chance to approach Showman Shannon, she might already be heading over to greet you. This buyer enjoys building relationships wherever she goes.

When speaking with Showman Shannon, use your storytelling techniques. Be sure to ask her questions that will allow her to share her own personal experiences. She loves to share and is very friendly.

After your time with Showman Shannon, ask her for referrals. 61% of older millennials (aged 33-39) rely on others' opinions when car shopping.³ 22% also rely on social media for car research.³ Combine the two and ask if you can take a photo of her with her purchase to post on social media.

Other content driven channels also drive shoppers. 32% of older millennials use online videos for their research.³ Be sure to take advantage of these easy opportunities for big wins.



"I'm ready to trade in my car for a new model. Can you show me options?"

Technology Tim

Technology Tim is interested in anything new and innovative. He stays up to date with the hottest technology products in the market and knows how to adapt to them. Keep in mind, he is also willing to pay more to have them.

He likes to do things differently, so if you have new processes and techniques, let Technology Tim try them out first. He'll give you input and share his views.

Technology Tim is also a forward thinker and will want to know how decisions will benefit him in the future.

Once you complete a deal with Technology Tim, be sure to keep his information close by. He likes to upgrade his vehicles often, so when you get a new model in stock, give him a call and ask if he wants to test drive it. When he arrives, make sure you know the vehicle's latest features and be ready to sell it to him.



Quickly Identify Buyer Personas

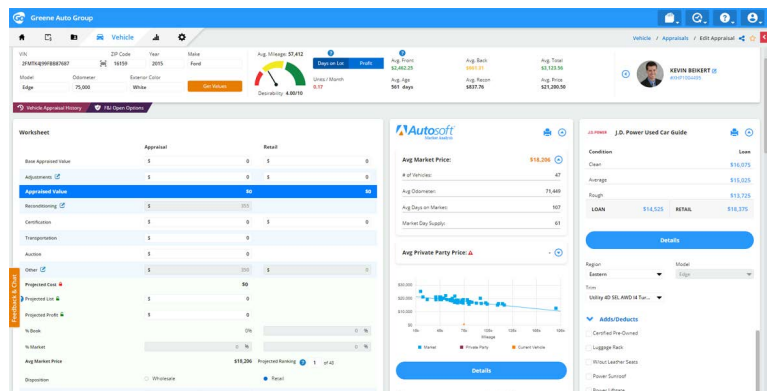
Now that you know these five buyer personas, how do you quickly identify them? As soon as you approach your buyer, be sure to present your best self for a good first impression. When you greet them, truly listen to them and observe their gestures and clues.

First, ask your buyers how you can help them and listen to how they answer. Do they give you a long answer like Showman Shannon or a one-word answer like Skeptical Sam? Ask them more questions to better understand who they are and what they need.

Second, observe. Look at who accompanied the buyer to your store, what vehicle the buyer drives now, and whether they're holding anything like paperwork.

Did Assertive Adam come alone, ready to get through the process quickly? Is Technology Tim ready to exchange his newer vehicle for one with the latest features? Did Logical Leah come prepared with paperwork in hand? These visuals will give you the clues you need to uncover a buyers' persona and meet their needs.

Technology can also help you identify your buyers. With Autosoft's Sales and F&I, you can view their purchase history and know if you're talking to a loyal customer or need to recapture a lost customer. Autosoft's Inventory Management allows you see historical data such as previously purchased F&I products and past appraisals.



Understanding your buyers will lead to better customer experiences and, ultimately, more wins for your business.

- 1 *Car Buyer Journey 2018*, Cox Automotive, https://d8imphy647zgz.cloudfront.net/wp-content/uploads/2018/01/132420_Car-Buyer-Journey_Study-Brochure_Single-FINAL-FINAL-3.pdf
- 2 Ryan Williams, "Driving Customer Retention to Your Dealership," CBT Automotive Network, September 4, 2017, <https://www.cbtnews.com/driving-customer-retention-dealership/>
- 3 "2020 Buyer Insight Report," <https://dealers.cargurus.com/rs/611-AVR-738/images/CarGurus-2020-Buyer-Insight-Report.pdf>



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