CP LEAD SYSTEM – BEST PRACTICES

Ceramic Pro is constantly investing in marketing to create warm leads. These are leads that the client has:

1) Seen our advertising
2) Clicked through to our Free Quote form
3) Filled out form to submit to receive a quote.

You need to purchase the leads ASAP (as in immediately when you receive notifications), and then immediately call/tex/email the lead.

The major thing to remember is the quicker that you can call a lead, the more likely that it will close. When you get a notification for a ”First/New” lead the client is literally in front of their mobile device or computer and excited about Ceramic Pro. The reason why we moved to shared leads within 24 hours is that we know that the quicker the client is contacted, the more likely the lead is to close.

Many installers see a 30%-50% closing rate, and almost no one is below a 10% if they have bought 10+ leads. That makes your avg acquisition around $85. The margins in CP easily cover this, and even a Sport Package would cover acquisition cost.

Avg closing % of a warm lead in any industry is 15-20%.

Avg closing of a cold lead (cold calling) is actually less than 1%.

The hard part is many installers/Detailers are accustomed to closing customers that call them or stop into their shop. This is an outbound sales process. Completely different. Hard to get used to rejection... but I assure you it will pay dividends if you can master the outbound sales process.

You HAVE to create a prospecting strategy for these warm leads.

LEAD MARKETING STRATEGY:

1) Call/text immediately when you buy the lead (that's when it is freshest) Try to not wait more than 12 hrs from buying a lead for you 1st contact attempt...

2) Do NOT Leave VM on 1st call.

3) Immediately send Email

4) Text 1-2 hrs later, Just send ”Hey” or ”Hi”.... Then try a call to same number if no reply with a few hours of text... without leaving VM.

5) Day 2... call again at different time then 1st 2 calls. Send another Text

7) Send either email if no answer

8) Try a call 1 more time day 3/4 and send a final email or text

9) Add the lead to your email marketing strategy and send out monthly newsletters to your prospects as well as your current/old clients.

You will see a solid uptick in sales with this strategy, and can eventually hire a "sales manager" to do all of this.

WORD TRACK:

My approach would be as follows if they pick up:

1) Thank them for their interest

2) Introduce who you are and what business you run

3) Ask them about their call and get them talking about their car. *IMPORTANT!!*

- Get them to talk about themselves. Ego is a great sales tool.

4) Ask them how they heard about Ceramic Pro?

5) Ask if they have ever seen a vehicle with Ceramic Pro in Person? Tell them that you have several demos and vehicles for them to see.

6) Talk to them about the condition of their paint, correction needed and their expectations and how pricing depends on variety of factors. If pressed for a price give them a BIG range

7) Ask them what day they are available for an appointment. Morning or afternoon? 9:45 or 11:15?

7) Follow up morning of appointment restating address 8) offer free windshield coating or wash with visit if necessary.

STANDARD EMAIL AND TEXT RESPONSES:

1st text is just: ”Hey” or ”Hi” or ”Hi Greg”

GET THEM TO ENGAGE BEFORE YOU START PITCHING THEM!!

Another KEY to this is to have a Standard Email Response and Standard Text Response saved in your phone (on iPhone I Save in Notes, but you can use Google Drive, Etc)

That way you can just copy and paste the response and just edit a few personal things like clients name and their vehicle.

These standard responses should have links to your FB, Website and other things to showcase your business.

EXAMPLE OF TEXT TEMPLATE: (Saved in the ”Notes” section of your phone)

1ST TEXT: **(ONLY after they have engaged to the ice breaker 1st text)**

Hello _____,

This is _____ from _____. I am returning to your Ceramic Pro inquiry for your _____.

Prefer text or call?

2ND TEXT:

It must be a _____(type of car) month, I've done a few of them already this month ☺

In science, coating we put on your car will permeate into the clearcoat and will turn into glass once its cured. It will be 4-5 times stronger therefore will be lot more scratch resistance. It will be A LOT shinier and its not like wax, its shine will not go away with washing or anything. It is UV resistance so will keep the car cooler and protect the paint from sun damage.

It will take longer to get dirty and will clean lot easier. Even with just rain, all the dirt and dust will wash away due to being extremely water repellent

Packages are including 1 step paint correction to remove the swirls and surface scratches.

Bronze- 2 year protection is $800

Silver- 5 year protecion is $1050

Gold- Lifetime protection is $1450

It will include the faces of the wheels, front windshield and front two windows coated.

What color is yours?

EXAMPLE OF EMAIL TEMPLATE: (Saved as Word doc on your Comp, and ALSO in the the "Notes" section of phone)

Hello _____!

Thank you for your interest in Ceramic Pro, the only coating offered here at _____ We have chosen to offer only Ceramic Pro coating products because they are simply the best. We've tested them and put them up against all the other coatings on the market, both consumer and commercial, and Ceramic Pro has always out performed it's competition and exceeded our expectations. Here at we make it a point to exceed expectations, we hope you will soon learn that we do just that! Please let us know what is the best way for us to answer any of your questions and/or address any of your concerns about Ceramic Pro products and our services. We always suggest coming into the shop to see first hand exactly what these products are like. When can we schedule your in person consultation?

Worst Case Scenario:

Expect to close 10%. So yes- you'll buy 10 at $20 each to close 1 at $1k.

Assume that to be worse case scenario- which is not exactly profitable ($200 acquisition for $1k not factoring any other expense sucks)...BUT most closed CP leads lead to more work through word of mouth. Many installers have stories that they have done $3k from 1 lead they bought, and then that 1 lead referred another $12k. $15,000 off of $190 is a pretty decent ROI.

FAQS:

People not answering?

1. Did you call the day you received the lead? Or immediately upon receiving the lead? How many times did you call?

2. Did you call morning/afternoon/evening? It really does matter.

I'm not going to lie- it really can suck. Sometimes I feel the leads are all just 3rd party data CP bought in mass and is recycling them through... but usually about the time I start feeling this frustration, someone answers their phone.

You'll learn a lot from leads. And the reality is, that's all this business boils down to- leads.

I also find useful when you first ask a question in your email such as what do they think the condition of the vehicle or is there any major scratches. Questions might be insteresing enough for them to engage even tho it really is irrelevant to your point.

Once they are answered your first email, you at least know someone will definitely be reading your next email.

Create an issue such as how long it takes the wash a car or how quickly it gets swirl marks, scratches.

Give reason why, since your factory paint is at around 2h hardness.

Give solutions, we can solve this issue and this is why.

Create a value AND then give your pricing.

I also suggest that you mention that the work will roughly take about 2-3 days so they can understand how labor extensive the job is to create further value.

I find this technique increases the chances of getting them interested.