



AUTORESPONDER & CRM

VIDEOS AND SCRIPTS

Convert online leads into showroom traffic by sending personalized videos through your CRM even when you are out of the office.





LET'S BREAK IT DOWN

VIDEO STATISTICS

Video allows you to connect with your leads, start building relationships, and stand out from your competition from the very beginning.

95%

of a message is retained when watched in a video compared to just 10% when reading it in text

400%

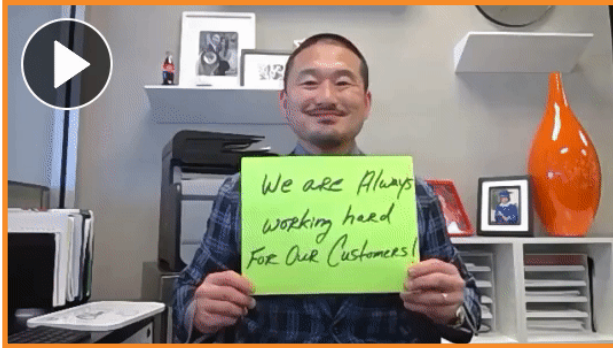
increase in click-through rates when you have a video within an email

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AFTERHOURS



“Hello! I’m (name). Thanks for contacting us here at (dealership name). You have reached us after hours. One of our sales consultants will be in touch with you as soon as we return. We are looking forward to helping you with your vehicle purchase.”

FIRST RESPONSE



“Hello there, my name is (name) and I’m the Sales Manager here at (dealership name). I wanted to send you a video to introduce myself and thank you for putting us on your shopping list. (dealership) has proudly served the (city/town) community for (#) years. We look forward to serving you as well, and feel confident that we can assist you in finding the perfect vehicle for your needs. You can reach me directly at the number above (points above) or by calling the store at (phone number). We look forward to welcoming you to the dealership. See you soon!”

DAY 3, 5, 7 FOLLOW UP



“Hello my name is (name), General Manager at (dealership name). I wanted to personally reach out to you to offer my assistance. I want to ensure you have received all of the information you need regarding your recent inquiry. If there is anything my team or I can do to assist you, please reach out to us at the number above. We are here to help you in any way that we can. Thanks! We’ll talk to you soon.”

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APPOINTMENT CONFIRMATION



“Hey there! This is (name), General Manager at (dealership). I wanted to confirm your appointment for today. We have your keys and your vehicle is all gassed up and waiting for you! If you have any questions beforehand, feel free to call us. We can’t wait to see you!”

UNSOLD SHOWROOM VISIT



“Hello, this is (name), General Manager here at (dealership). I wanted to take the time to send you a video, thank you for your recent visit at our store. You are in great hands with your sales representative. If there is anything I can do to help make your purchasing process easier, do not hesitate to reach out. We are here for you and look forward to helping you in your search for your perfect vehicle.”

SOLD VEHICLE THANK YOU



“Hello, this is (name), the General Manager at (dealership). I wanted to take a moment to send you this video, and personally thank you for your business and congratulate you on the purchase of your new vehicle! I hope you had a great experience while you were here. We will continue to take excellent care of you and your vehicle when you return for service. Have a great day and, again, thank you for your business.”

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We are always here to brainstorm and help you with any questions you have as you implement video in your autoresponders and CRM process.

covideo.com
800.306.1445

