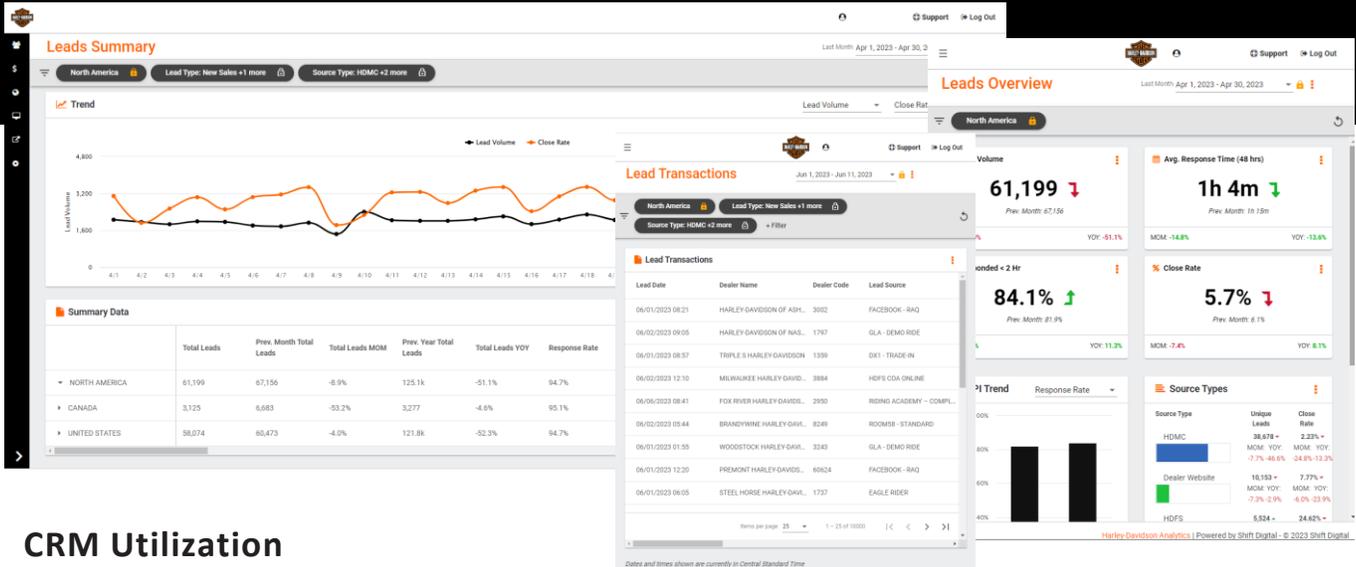


Internet Lead Handling

Internet Leads represent a significant retail opportunity for Harley-Davidson dealers. A lead submission is a low funnel, high purchase-intent activity. As such, all internet leads require timely, professional, and thorough follow-up by the dealership.



1 CRM Utilization

Effective utilization of the CRM tool enables dealership personnel to contact customers with greater frequency and create a more personalized customer experience.

- Record all contact activity in the CRM – including phone call attempts and call notes.
- Build professional, dealership-specific, Harley-Davidson branded templates.
- Pre-program the CRM tool to schedule activities that match the dealership’s response process standards.
- Filter sold leads from bulk sales emails - Instead, send these customers periodic emails related to service and vehicle ownership.

4 Qualified Clock Stopping Actions

You must complete a 'clock stopping' activity in your CRM to accurately record your response time within the Dealer Digital Analytics Dashboard. The qualified activities are:

- Salesperson responded by email
- Salesperson responded by phone
- Lead Merged/Duplicate Lead (System-Merged)
- Customer phoned or emailed (Inbound phone or email)
- Outbound or Inbound SMS

The Analytics Dashboard can be accessed via H-D Net under “My Toolbox” as “Dealer Digital Analytics Dashboard”

2 Tools

Every employee needs the right tools to be effective at their job. Internet lead handlers are no different. Set your employees up for success by providing:

- A designated/private workspace, computers, phones, and a quality CRM tool.
- Necessary ongoing training on dealership process/policy, CRM utilization, reporting dashboards, etc.
- Access to dealership marketing materials, creative and promotional material for internet lead follow-up content.

3 Lead Management

- Configure lead assignment rules for all lead sources to ensure every lead receives a response.
- Ensure you are logging your clock-stopping actions on every lead within your CRM.
- The auto-response feature should only be turned on outside of business hours – this will NOT stop the clock on leads.
- Sales staff should provide customers with a personalized response in one hour or less.
- Establish a short-term (days 1-10) and long-term (days 11-180) lead follow-up process.

First Quality Response Checklist:

A First Quality Response is the first communication sent to a customer that is not an auto responder. This first touch point is critical for the customer to determine if they will continue to work with your dealership. Include the items below to make a great first impression.

- Formal Greeting
- Price Quote
- Vehicle Availability
- Promote and Demonstrate Value
 - Calls to Action/Why Buys?
- Answer Questions
- Invite to Dealership & Provide Next Step
- Thank You
- Full Signature
 - Dealership Name
 - Dealership Address
 - Telephone Number
 - Email Address
 - Dealership Website Address/URL