



THOROUGH EMAIL RESPONSES TRANSLATES TO CONVERSIONS

Email leads are one of the most valuable touchpoints with potential riders, and the way you respond can make or break the sale.



A detailed personalized response builds trust, keeps customers engaged, and drives them into your dealership.



The goal isn't just speed, it's crafting a complete, thoughtful response. Taking those extra few minutes translates directly into higher conversions and more dealership visits.

Dealers who responded within 20-30 minutes with personalized email responses converted higher than those responding under 20 minutes

FOCUS AREAS

1. Fully Answer the Customer's Questions

- Read carefully and respond to each question
- Confirm details like features or availability

2. Provide Clear Pricing Information

- Always include MSRP, discounts, or incentives if available
- Transparency builds trust and reduces back-and-forth emails

3. Include a Link Back to Your Website

- Direct the customer to the exact vehicle or similar options on your website

4. Guide Dealer To An Action

- Outline what the customer should do next
- Reinforce urgency

5. Highlight Financing Offers, Promotions, or Events

- Include current specials, limited-time events, or incentives.
- Give a clear reason for the customer to visit the dealership.

Learn More at www.harley-davidsondigital.com