

HOW TO MERCHANDISE YOUR VEHICLES RIGHT

Staying competitive in today's auto retail market isn't easy. Times are changing. Margins continue to shrink on new and used car sales. There is an increasing presence of digital competitors that threaten to disrupt the auto retail industry as we know it. As if that wasn't enough, today's digital consumer is more informed than ever and car pricing information has never been more transparent or available. Dealers are being attacked from every angle.

Our proprietary research here at MAXDigital says that to survive and thrive in today's changing market place, dealers need to get four things right: acquire, price, merchandise and sell.

How do dealers effectively merchandise their vehicles online and grab potential car buyers' interest?

Merchandise Right

At MAXDigital, we like to think across the entire sales process from acquiring through selling. Merchandising a vehicle effectively online is more critical than ever before as today's consumers have increasingly greater digital needs.

Merchandising is often overlooked and underemphasized, which also means there is a great potential to get ahead of the competition.

In today's competitive marketplace, it's no longer enough to post basic vehicle information on a webpage and expect to impress consumers. According to TIME, 55% of people spend fewer than 15 seconds actively on a webpage.¹ Why is this relevant to auto dealers? Because if they don't merchandise properly and lay out vehicle information in an easily-digestible way, then they will lose potential



customers.

To win today's consumer, our proprietary research indicates that dealer's websites need to answer five specific questions:

1. *Is this car right for me?*
2. *Am I buying a lemon?*
3. *Is this a fair price?*
4. *Why is this car better than the others I've seen?*
5. *Why should I buy from this dealer?*

Consumers are looking for straightforward answers to these questions and they are not willing to scour an entire webpage to find them. Having these laid out will demonstrate the value and quality of a vehicle as well as of a specific dealership.

And trust us – if consumers are not willing to spend more than 15 seconds searching a dealer's website for information, then they are not likely to show up to buy a car on a dealer's lot.

Dealerships must create transparency and begin to build trust with consumers by generating consumer-friendly vehicle descriptions, listings, and value reports.

Dealer sites that lack these qualities are useless to consumers and thus useless to dealers.

Not only do dealerships need to offer up this information in a consumer-friendly way, but they also have to ensure that the information on their website is consistent with what consumers will see on their lot. This is absolutely critical because it can make or break a consumer's trust in a dealer, and therefore can be the key to a successful sale.

By merchandising right, dealers can begin to build trust with the consumer and sell them on the vehicle before they even step foot on the lot.

What if you don't know how?

Don't worry, it's not just you. Check out maxdigital.com/takethechallenge to see how you stack up.

Contact Us

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¹<http://time.com/12933/what-you-think-you-know-about-the-web-is-wrong/>