

1. Train your staff on CarGurus Digital Deal

It's important to educate everyone at your dealership who follows up with leads and is customer-facing on this new product. Your sales team needs to know the value of these new leads, how to access and use the Digital Deal Summaries, and the best way to interact with these shoppers in order to increase the likelihood of them closing.

Use our CarGurus Digital Deal education center, insights.cargurus.com/digitaldealresourcecenter, and this best practice guide to train your staff on Digital Deal.

2. Know how to easily identify your Digital Deal leads

With Digital Deal, your dealership will receive higher-quality leads who have taken the time to fill out in-depth purchase information. To make it easy for you and your team to easily identify these leads, they have a "Digital Retail" enhancement label in your Dealer Dashboard and include "Digital Deal" in the CRM lead source. In addition to the product name in the CRM lead source, you'll also see a descriptor that includes the lowest funnel step the shopper has taken.

Here is a list of all the Digital Deal lead sources:

CarGurus - Deposit - Digital Deal	A lead who places a deposit to reserve the vehicle (only if your dealership has activated this feature)
CarGurus - Hard Pull - Digital Deal	A lead who was approved after using Digital Deal to submit a hard-pull credit application, and has accepted/chosen an offer (and did not complete the step above)
CarGurus - Soft Pull - Digital Deal	A lead who is pre-qualified for financing after using Digital Deal (and did not complete any steps above)
CarGurus - Appt - Digital Deal	A shopper who sets an appointment to visit your dealership using Digital Deal (and did not complete any steps above)
CarGurus - Digital Deal	A lead who uses digital deal and adds a trade-in, selects cash or dealer financing, and/or selects F&I products (and did not complete any steps above)

If you use a CRM, you can also create custom reports that list only your Digital Deal leads to make monitoring and tracking even easier.

3. Treat Digital Deal leads differently from your regular leads

Each Digital Deal lead has taken the time to provide in-depth personal information trade-in details, financing, and more. It's important to treat them like a shopper who has already penciled a deal at your dealership and not start at the beginning of the sales process.

We recommend that you don't start with your usual introduction email or phone call, but instead use a different talk track or follow up email that calls out that they have started the purchase, mentions the steps they have already taken, and offers them clear next steps.

Here is a sample follow-up email:

Hi Mr/Mrs/Miss Customer,

Thank you for starting your purchase on the 2014 Toyota Camry! ([link to your VDP](#)).

Great news, it is still available! I want to confirm your appointment time for tomorrow, April 24th at 3pm. Please be sure to bring your 2017 Camry so we can put a final number on the trade-in value.

I see that you submitted a credit application online and are already approved with an offer from [lender name]. When you come in, we can use that application to finalize the purchase without having to re-do any of that paperwork. I also see you added on Club Plus and Gap Insurance, great choice! I have those on my personal vehicle as well

When you arrive, please be sure to ask for me, my name is [NAME]. I will have the car pulled up warm and ready for you!

Best,
[NAME]

4. Open and print out each shopper's Digital Deal Summary

For each Digital Deal lead, you'll receive a Digital Deal Summary that outlines all the information the shopper provided in a 1-page document. Your dealership should open and review every Digital Deal Summary, and print it out to use when the shopper visits the dealership.

You can access the summaries in 2 ways:

CRM

Each lead pushed to your CRM will include a link in the comments of the lead, which opens a lite version of the Deal Summary (does not include the shopper's name and contact information)

Dealer Dashboard

In the lead report of your Dealer Dashboard, you can see all your CarGurus leads, including the Digital Deal leads. These leads include the label 'Digital Retail' in the enhancement column, and a link to summary.

Leads who submit a hard-pull credit application, the Digital Deal Summary will include a green call out.

For leads who place a deposit, there will be a call out to confirm the reservation on the Digital Deal Summary.

If you have already confirmed the deposit, there will be a green call out at the top of the deal summary.

The image displays three examples of Digital Deal Summary cards from CarGurus. Each card has a header with the dealer name 'Anytime Auto', the lead type 'Digital Retail Lead', and the submission date. The first card shows a lead submitted on April 5, 2022, with customer information (John Smith, phone, email) and a green callout box indicating 'Credit application submitted'. The second card shows a lead submitted on March 19, 2022, with a callout for a '\$500 deposit' and buttons for 'Confirm reservation' and 'Deny'. The third card shows a lead submitted on March 31, 2022, with a green callout box indicating 'Sale pending' and a link to 'Manage Deposits'.

Anytime Auto
Digital Retail Lead
Lead submitted on April 5, 2022

CUSTOMER INFORMATION

John Smith
(617) 123-4567
jsmith@yahoo.com
Delivery service requested

DEAL SUMMARY

✔ Credit application submitted
Look for customer's credit app in RouteOne or DealerTrack.

Anytime Auto
Digital Retail Lead
Lead submitted on March 19, 2022

☰ Reservation requested with \$500 deposit
March 19, 2022 at 5:01 PM EDT: Josephine has placed a \$500 deposit towards their down payment. Please reserve this vehicle immediately and confirm below.

Confirm reservation Deny

Anytime Auto
Digital Retail Lead
Lead submitted on March 31, 2022

✔ Sale pending
March 31, 2022 at 7:31 PM EDT: This vehicle was confirmed as reserved. When the sale has been finalized, you must schedule the payout on the Manage Deposits page to get paid.
[Go to Manage Deposits](#)

5. Follow up promptly with personalized information

With the time and effort that it takes for shoppers to complete the 'Digital Deal' experience, these shoppers are demonstrating they are more serious and ready to buy. This means you should follow up as quickly as possible so they stay focused on your dealership and you can convert them quickly.

Additionally, you should use the information that you receive in the Digital Deal Summary when you follow up – such as mentioning their specific trade-in, highlighting your finance rates for shoppers like them, or providing more information on your F&I products.

6. Review credit applications for those who submitted one

If the shopper submits a hard-pull credit application, it's automatically pushed to your DealerTrack or RouteOne systems. This means that anyone at your dealership with access to these systems can review it without any additional steps or permissions from shoppers.

When you receive the application in your system, you have full permission from the shopper to resubmit it.

If the shopper is pre-qualified from using our 'Finance in Advance' feature (soft-pull), you can see that they are pre-qualified on the Digital Deal Summary. You can access their information in RouteOne after getting their permission and unique code (soft-pull not available in DealerTrack).

7. Turn off or adjust your auto responders

Many dealerships have automated emails that are sent to shoppers when the dealer receives a new lead in their CRM. These emails are a great way to make shoppers feel confident that their inquiry was received and help nurture the shoppers to buy from you. However, if you keep your normal auto responders for Digital Deal leads, it may make them feel like they wasted time filling out detailed purchase information,

We recommend turning your auto responders off for all your leads that contain 'Digital Deal' in the lead source – or creating new, custom emails for those types of leads.

8. Create a seamless online to offline transition

To move your Digital Deal lead from shopper to customer, it's important that you make it easy for the shopper to move from online to offline. When you follow up with them, ask them what next step they would like to take – phone call, video walk-through, or dealership visit.

Additionally, be sure to set expectations with the shopper on the availability of the vehicle. Make sure they know that this process does not hold the car for them until their appointment and that they should come in ASAP (unless they placed a deposit). CarGurus does call this out on the lead form, but we recommend making your own sales process clear with the shopper so there isn't any confusion. Some dealers with Digital Deal choose to allow shoppers to place a deposit to reserve the vehicle within the lead form, but we understand this is not an option for every dealership. See best practices for Deposits below.

Reservation Deposits Specific Best Practices

1. Confirm the reservation as quickly as possible

When you receive a reservation request via email or text, confirm the vehicle reservation as quickly as possible - ideally within an hour of the shopper's submission. The longer you wait, the less confident the shopper will feel in their reservation and possibly reduce the chance of a sale.

To confirm the reservation, follow the link in the notification or go directly to the Dealer Dashboard 'Manage Deposits' tab and click 'Confirm' on the request.

March 19, 2022 5:01 PM EDT	Josephine	2013 Land Rover LR4 HSE Stock #: NV681789 VIN: SALAG2D47DA681789	\$500 receipt Deal summary	New 23 days ago	Confirm	Deny
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If you are unable to reserve the car (for example if the vehicle is in-process of being sold) or if the shopper doesn't end up buying the car, be sure to deny the reservation in the Dealer Dashboard.

2. Reserve the car within your dealership

Take all the necessary measures to reserve the car within your dealership following your existing process.

Some examples include:

- Marking the vehicle as sale pending in your inventory management system
- Creating a transaction for the lead in the DMS and noting the deposit
- Badging as sold on your website
- Placing a "Sold" sign in the window of your car
- Remove the keys from where your sales team is able to access them
- Communicate the reservation to your sales team

3. Open and review the Digital Deal Summary

Open and read the deal summary for each Digital Deal lead promptly and acknowledge their deposit to transition the shopper from online to offline seamlessly. Deposit leads will come in with the lead source 'CarGurus - Deposit - Digital Deal' and have a call out in the lead comments. Ensure you use the information the shopper provided to close the deal so that the shopper doesn't have to repeat any steps.

4. After selling the car, mark the sale complete

Once you sell the car, mark the vehicle as sold in the 'Manage Deposit' tab of your CarGurus Dealer Dashboard. This step releases the deposit, which will get paid out to your attached bank account on the Monday following a 5-day waiting period.

If the shopper doesn't end up buying the car, be sure to cancel the reservation in the Dealer Dashboard to release the deposit back to the shopper.

2018 Jaguar F-PACE 20d Prestige AWD Stock #: NV241241 VIN: SADCK2FN0JA241241	\$500 receipt Deal summary	Sale pending 10 days ago	Schedule payout	Refund
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5. Update the status of your inventory on CarGurus ASAP

To ensure shoppers only place deposits on vehicles that are available for purchase, make sure to proactively update the status of your inventory on CarGurus. You can mark a vehicle as sold in your Pricing Tool by clicking on the three dots next to the listing.

Refunds & cancellations ×

Select a reason below. Customer will be notified of any changes.

Reason for refund

- Select an option
- Purchased without deposit
- Purchased another vehicle
- Unable to obtain financing
- Didn't purchase
- Customer Requested

Understand that the customer's deposit of \$500 will not be refunded, less processing fees, from CarGurus for this transaction.