



-Build Your-
GOLFCART
SOFTWARE

HOW GOLF CART DEALERS CAN SELL MORE

While streamlining their lead generation
and doing less work



INTRODUCTION

Every golf cart dealer wants to engage leads and sell more high-value carts but there's often a process they have to walk through with prospects to do that. Sometimes a dealer is the only salesperson on staff or there are one or two salespeople at the dealership who require training. The opportunity to walk a prospect through a sales process or train a salesperson is often time consuming and a little tedious. As a dealer, you need to spend your time on the most high-value tasks to your dealership. So, streamlining your sales process can often be on the backburner as you complete those high-value tasks.

You needn't worry about this process, however, because we've identified five simple steps that your dealership can take to streamline its lead generation and sell more high-value carts. Oftentimes this results in less work for you, as the owner, but it also allows you to spend more time on the dealership's highest-return tasks. You can also teach this process to your salespeople so that they know what they need to do with a prospect to close the deal.

The first step in this process is to understand the nature of a business relationship between an interested prospect and your dealership.



1) UNDERSTAND THE NATURE OF BUSINESS RELATIONSHIPS

Every prospect goes through a “buying cycle” before they make a purchase. In the case of a McDonald’s cheeseburger, the process might be very quick. In the case of a custom golf cart, the prospect might go through a bit longer of a buying cycle, because it’s a larger purchase than a McDonald’s cheeseburger. Knowing where your prospect is at in their buying cycle can help you tailor your pitch and guide them toward the next step of the sales process.

Basically, a prospect will go through three stages before they buy from your dealership. Those three stages are:

1. Curiosity
2. Enlightenment
3. Commitment

In the curiosity stage, a prospect is interested in buying a custom cart, but they might not be aware of your dealership or specific offerings. Your job at this stage is to pique their curiosity in your brand (more on that later).

The second stage is enlightenment. In this stage, a prospect has shown interest in your dealership and offerings and wants to know a bit more about what you can do for them. Your job at this stage is to offer value in exchange for their contact information so you can guide them to the next and final stage.

A prospect who has gone through the curiosity and enlightenment stages is about ready to take the plunge and purchase from you. This final stage is called commitment. Your job at this stage is to call the prospect to action with a specific offer for them. Thus, closing the deal.

Throughout the rest of this PDF, we will show you exactly how you can take a prospect from the curiosity stage to the enlightenment stage, all the way to the commitment stage. Resulting in a high-value sale for your dealership and a streamlined sales process that you can repeat over-and-over again.

Now, the simplest way to pique a prospect’s curiosity, is with marketing collateral. Namely, a website.



2) PIQUE CURIOSITY WITH YOUR WEBSITE

Unfortunately, too many golf cart dealers place their website on the backburner. We would encourage you to think of your website as your digital dealership and an investment. Meaning, as an investment, it should deliver a return on investment by piquing a prospect's curiosity and providing a path for customers to buy from you.

So, how do you create a website that acts as your digital dealership - a website that you can be proud of?

Well, the process of web design is beyond the scope of this PDF, but we can give you five pointers to make your website a brand and sales tool.

1. Include an easy-to-understand tagline on your website.
2. Include one call-to-action that leads customers to a direct sale.
3. Visually display happy customers using (riding) your products throughout the site.
4. Break down your products (or brands) into bite-sized categories.
5. Be a clear reflection of your brand story/standards.

While these are only five optimizations that you can make to your dealership's website right now, a full website redesign would accompany many more tasks. Another unfortunate aspect of the golf cart industry is that many dealership websites are par at best. One way your dealership can stand out from the competition is by having a beautiful website that converts visitors into paying customers.

Side note: In addition to offering software, Build Your Golf Cart also designs and develops websites for golf cart dealers. [Check out WaterMark Design, our web design arm, for more information.](#)

Once you have a nicely designed website that piques a prospect's interest, then you offer them a lead magnet to convert that visitor into a lead.

We do this with a lead magnet.



3) TURN PROSPECTS INTO LEADS WITH A LEAD MAGNET

If you don't know what a "lead magnet" is, we're certain you've encountered one. In fact, you're reading one right now! A lead magnet is a resource, PDF, tool, webinar, checklist, or any other piece of content that an interested prospect would find valuable and exchange their contact information for.

Why is it important for your dealership to offer a lead magnet on its website? Because people want to stay in-touch with your dealership if you are interesting and can help solve their problem down the road. Also, free value leads to trust, which helps prospects become more comfortable with your brand and move through the buying process.

Not only is a lead magnet good for turning website visitors into leads, but it also accomplishes many more objectives. Here are a few things your lead magnet should do:

- 1.Position your dealership as the market leader.
- 2.Stake a claim to your market.
- 3.Qualify your audience.
- 4.Create trust by solving a problem your prospect faces.
- 5.Create reciprocity between your brand and the prospect.
- 6.Pique interest with a catchy title.

Whenever you create a lead magnet, it's best practice to use these six points as a checklist.

If you can't think of a lead magnet for your dealership right-off-the-bat, here are a few we've seen work:

- 1.Interviews with industry experts
- 2.Checklists
- 3.Worksheets
- 4.Events (webinars, conferences, etc.)
- 5.Keynote presentations
- 6.The pitfall list
- 7.PDFs
- 8.An out-of-the box lead gen software (like Build Your Golf Cart's software)

All you need is a valuable piece of content that an interested prospect would exchange their contact information for. That's it. That's a lead magnet.

Once you have a beautiful website that piques curiosity and a lead magnet that turns prospects into leads, then it's time to craft your sales pitch.



4) FOLLOW UP WITH A SALES PITCH

While every sales pitch is unique to the salesperson and prospect involved, there are several techniques that you can use to sweeten your deal.

Every sales pitch should include you asking the lead to make a purchase, whether that's through an email or in person. In addition to asking for the sale, here are a few tactics that you can use to ensure the likelihood of a purchase:

1. Position your product as the solution to a specific customer problem.
2. Include a customer testimonial in your email or quote.
3. Anticipate and overcome specific and frequent objections.
4. Name a way that customers typically think about your product and help them to see it from another perspective (also known as a paradigm shift).
5. Include exclusive promotions for first time customers.

Using any combination of these tactics will increase the chances that a lead will make a purchase from you. But the absolute most important thing to remember in a sales pitch is to ask for the sale.

At this point in the business relationship, a website visitor has gone from a prospect to a lead and they're extremely interested in what you have to offer. Now is the time to give it to them.

For those that respond with a purchase, congrats! But what happens to prospects who don't make a purchase right away?

We continue to stay in front of those prospects with a nurture email campaign.



5) NURTURE WITH EMAIL CAMPAIGNS

The nurture email campaign may or may not be familiar to you, but we will break it down super simply.

Essentially, a nurture email campaign is a series of emails that are sent to your list of prospects. It's that simple.

What do I email them you ask? It could be a variety of things. Perhaps you email them about recreational activities that they could use their golf cart with or a series about the best golf courses in the state. The content is really up to you, but you will need to figure out how you can deliver bite-sized portions of value to this list of prospects, ideally on a weekly basis.

We would also encourage you to look at only one metric when you're first starting out with nurture campaigns: deliverability. Why deliverability and not something like open rates or click through rates? Because those aren't the point of an email nurture campaign.

The point of a nurture campaign is that your brand name will pop up in the prospect's mobile device on a weekly basis. If they read the email, great. If they act on it, even better! But when you set up a nurture campaign you only need to worry about if your dealership's name got in front of your prospective customers that week. Sure, as you develop your skills, you can begin to pay attention to open rates and click through rates, but when you're just starting out, think of deliverability.

Once a prospect has shown interest in your product offerings, it's only a matter of time until they make a purchase. In the meantime, you'll continue to strengthen your relationship with that prospect by staying in front of them with a nurture campaign.



CONCLUSION

And there you have it! A simple five step process to engage more leads and sell higher-value carts.

We hope that you've received value from this PDF and that you will save time and energy by implementing this streamlined lead gen process. Internalize it, teach it to your salespeople, and reach out to us with any questions about this process.

Finally, you can say that your sales process will not be on the back burner any longer!

To streamline your sales process even further, [begin a free 14-day trial of the Build Your Golf Cart software and start generating quality leads today.](#)

By doing so, you'll have a lead gen tool that sends warm leads directly to your dealership. All you have to do is close the deal.

Are you ready to sell more?

BUY NOW

14-DAY FREE TRIAL





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**THANK YOU
FOR READING**

