

# INTERNET / BDC LEAD GENERATION



#### Who Should Attend:

- Internet / BDC Personnel
- Internet Sales Managers

This two-day course is a complete program on effective Lead Generation ideas and concepts for both the internet and inbound phone leads. Email, Chat and Phone scripts will be created, reviewed and examined, as well as, a structured concept for ongoing sold and unsold Customer follow-up.

 **David Lewis**  
& Associates, Inc.

*Automotive Sales & Management Training Since 1986*

DLA Philadelphia Training Center 500 North Gulph Road • Suite 450 King of Prussia, PA 19406

For more information please call  
**800-374-3314 ext. 215**

Or register online at: [www.davidlewis.com](http://www.davidlewis.com)



# INTERNET / BDC LEAD GENERATION

This course involves extensive role play and live interactive critiquing of current methods used by most Dealerships.

#### Topics Will Include:

- What is a BDC Department
- Attributes Needed
- Tools Needed to be Successful
- Why Internet Shoppers will visit your Dealership
- Importance of Structured Steps
- Phone-Up Steps
- How to Handle Persistent Callers
- Effective Email Responses for Creating Appointments
- Email Etiquette
- 90 Day Unsold Follow-Up Plan

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**\$695 PER ATTENDEE**

*Discounted Room Rates Available!*

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