## SimpleTextine

CLOSING THE DEAL: 3 TEXT MESSAGES TO CONVERT PROSPECTS INTO CUSTOMERS



# Your Step-by-step Guide to Dealership SMS Success



Thanks for checking out our webinar on how SMS can help you move customers gently and efficiently from the research stage to driving a new car off the lot.

I know we discussed a lot of information during the webinar itself, so here are the SMS templates for your reference and a list of all the steps you need to get started.

## 3 SMS Templates for Auto Dealerships

#### The Information Request

Send an automated response like this when someone texts a keyword to your number to receive more information. Hi, it's [YOUR NAME] from [DEALERSHIP]. I see you're interested in our [VEHICLE MODEL]. Did you get a chance to take it for a test drive? Let me know if I can answer any questions!

#### The Sale Promo

Here's a template for a sales promotion or special deal to encourage car buyers to schedule an appointment. Hi [CONTACT NAME], it's back! [DEALERSHIP NAME] is having a [TYPE OF SALE/PROMOTION]. [DETAILS OF THE PROMOTION AND TERMS/CONDITIONS].

This offer expires soon! Please call us at [YOUR NUMBER] or text back NOW to set your appointment. Reply STOP to stop

### The Follow-Up

Re-engage prospects by following up after an appointment. Show them that you're there to answer any questions they may have and are dedicated to getting them the best deal.

Hi [CONTACT NAME]. It's [YOUR NAME], [JOB TITLE] at [DEALERSHIP NAME]. I know you were looking at some vehicles and I wanted to make sure that you get the best offers from us. With your permission, I would like to reach out to you.

Reply YES if you're interested or reply STOP to stop receiving these messages

# How to Set Up Your Text Message Templates

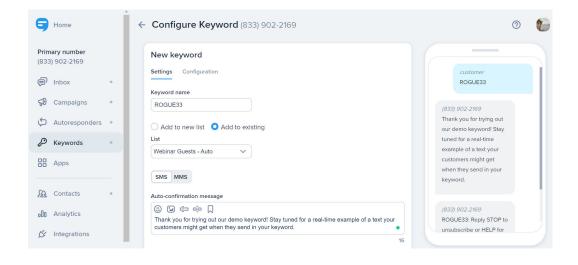
**Note:** The directions and layout for tools like these might look a little different depending on which texting software you use, but this is how the tools look on SimpleTexting.



#### STEP #1

# Create your keyword(s)

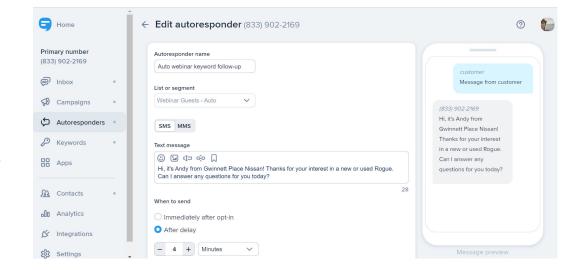
Once you're logged into your SimpleTexting account, click **Keywords** on the left-hand menu, then **New keyword**, and fill out the fields on the page. Choose **Save keyword** when you're done.



#### STEP #2

# Set up your autoresponders

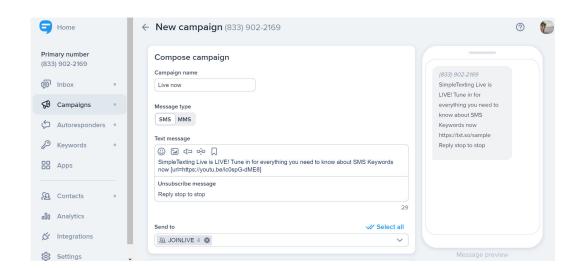
From that same left-hand menu, select Autoresponders, then New autoresponder. Fill out the fields, select when your autoresponder will send and which hours and days it will go out, then choose Save autoresponder.



#### **STEP #3**

# Schedule any upcoming campaigns

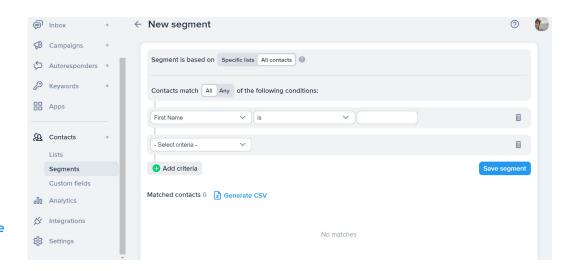
From the left-hand menu, go to Campaigns, click New, and fill out the fields. To schedule campaigns or set them as recurring, choose Scheduled or Recurring at the bottom of the page and fill in your scheduling details, then click Next.



#### **STEP #4**

# Filter contacts into segments for targeted messaging

Click the **Contacts** tab on the left-hand menu and choose **Segments**, then **New segment**. Select Add criteria and choose your custom or default field, then choose **Save segment**.



#### SimpleTexting

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