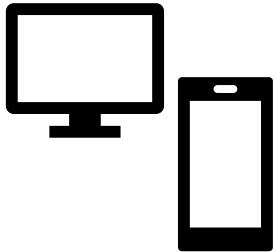




How To Close A Customer Online

This guide was created to identify key takeaways and provide timestamps for each topic in the Digital Retailing Implementation training video which can be found at:
[KiaDigitalProgram.com/ DigitalRetailing/DigitalRetailingResources](https://kiaDigitalProgram.com/DigitalRetailing/DigitalRetailingResources)



Customers want a simple and seamless online car buying experience, including:

- Vehicle search and discovery from any device
- Trade or sell, all online
- Real time, personalized financing
- Seamless transaction technology

3 Key Factors in Closing Customers Online

Customer Centric Branding: Modern Brand Promise, and Website Clarity

- Create a parallel path that unites the showroom and online experiences
- Modern brand promise: solve the customers biggest pain points (time, complexity, trust) with a modern brand promise (speed, convenience and transparency)
- Website Clarity: make sure your website is easy to navigate, and convenient for the customer

Meet Customers Where They Are:

- Read consumer buying signals and meet customers where they are in their buying journey
- Be a resource not a roadblock- engage the customer as a resource to build trust

Repeat Successful Sales Techniques: Active Listening, Exceed Expectations, Drive Commitments

- Acknowledge what they've done, ask clarifying questions and answer customer questions