

FOCUSED FRIDAYS

Is Your Website *Helping* You Sell...?



REAR VIEW MIRROR

Last Week's Challenge:

Try at least **one AI prompt this week** in your daily sales work
Come prepared to share your results at our next session!



Is Your Website Helping You Sell... or Pushing Buyers Away?

- How many clicks to find the right vehicle?
- Are the descriptions and prices *actually* correct?
- Phone numbers and links: proper destinations?
 - “Providence Experience”
- Is there a human your customer can talk to?
 - Can they find direct contact info with confidence?
- WHO is in charge of what your prospects see?
- Is your social presence a strength or weakness?



Your Website = Silent Salesperson?

80%

Research First

Of B2B buyers thoroughly research online before ever contacting your sales team

53%

First Impressions

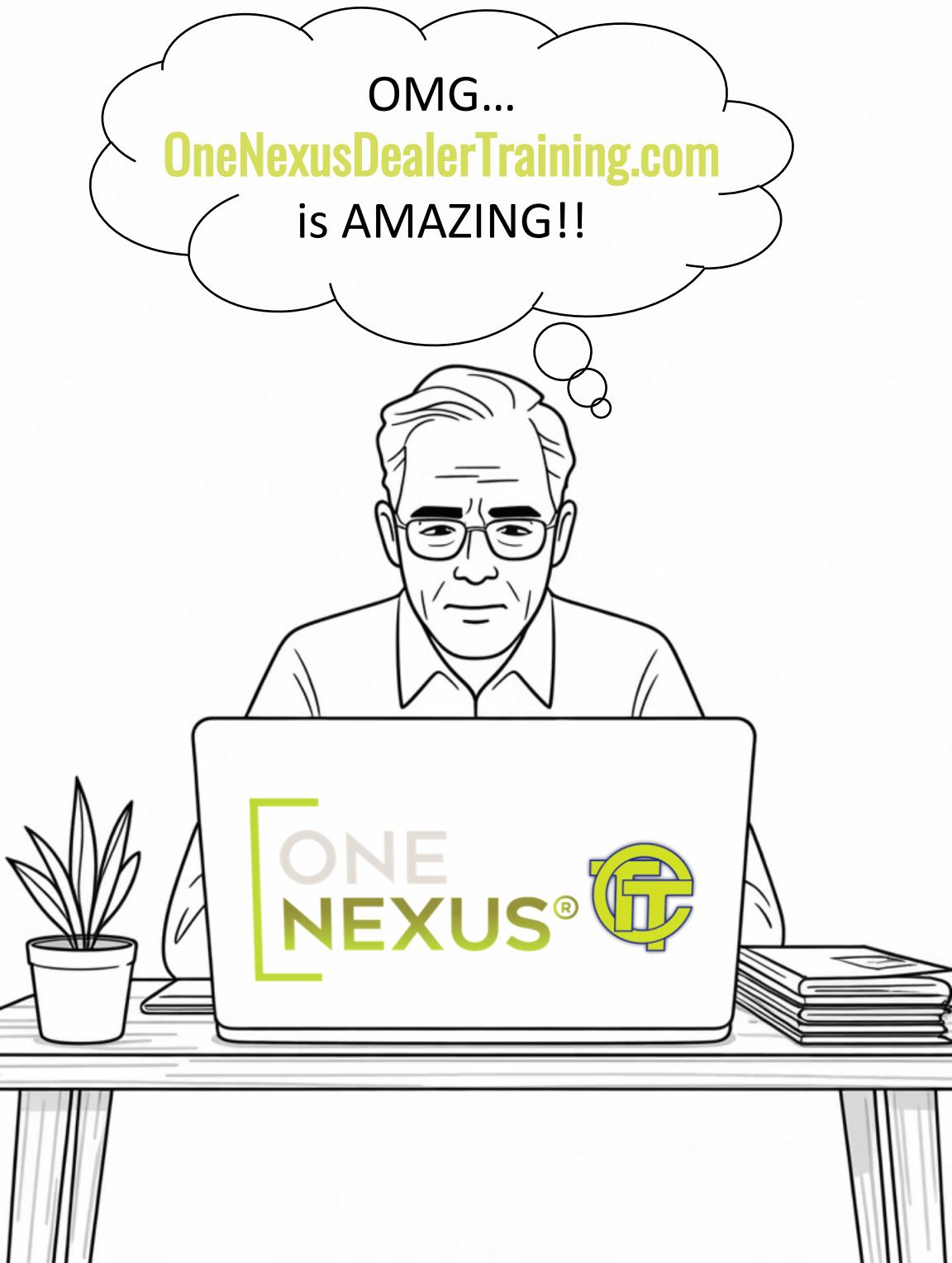
Of visitors will leave a website if it takes longer than 3 seconds to load

94%

Design Matters

Of first impressions are design-related, affecting credibility judgments

Is your website helping you sell, or pushing buyers away?



Why Many Dealer Websites Fail

Hard to Find Inventory

Commercial buyers can't easily filter for business-specific features (upfitting options, payload capacity, cargo dimensions)

No Clear Call-to-Action

Visitors have no obvious next step - request quote, schedule test drive, or speak with commercial specialist

Outdated or Generic Photos

Stock images instead of actual inventory, missing critical angles business buyers need to see

Feels Like "Just Another Dealership"

No specialized commercial vehicle expertise demonstrated to differentiate from competitors

Small Tweaks, Big Impact



1 Real Photos of Actual Inventory



Show upfit details, cargo area configurations, and multiple angles that matter to business buyers

2 Business-Focused Headlines

Highlight productivity benefits, not just vehicle features ("Perfect for plumbers" vs "V6 engine")

3 Simple Action Buttons

Prominent "Request a Quote" or "Book Appointment" buttons on every inventory page

4 Dedicated Commercial Team Contact

Direct line to your commercial specialists, not general sales



Why This Matters

80%

B2B Buyers Start Online

The vast majority of commercial vehicle purchasing journeys begin with digital research, not phone calls or lot visits.

60%

Fleet Decisions

The percentage of fleet purchase decisions directly influenced by website experience and digital resources.

24/7

Digital Presence

Your website is either constantly working as your most tireless salesperson or silently driving prospects to competitors.

In today's market, your digital presence isn't optional—it's your most important sales tool.

COMMON PITFALLS

Is your website guilty of these **deal-killing** mistakes?

#1: Annoying Popups

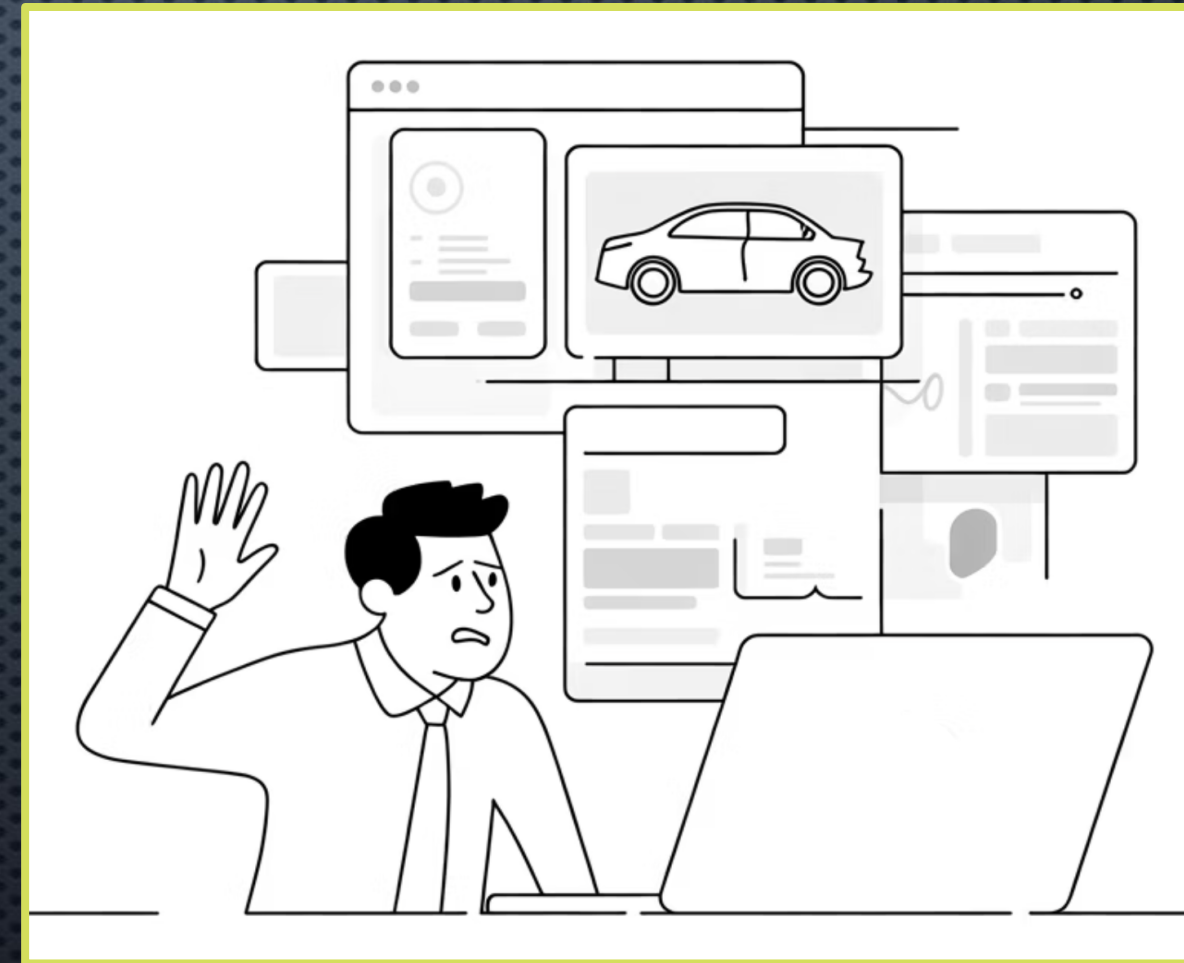
The Conversion Killers:

- Instant popups before content viewing
- Multiple overlapping offers
- Difficult-to-close modals
- **Generic retail promotions irrelevant to fleet**
- Aggressive chat windows that follow scrolling

The Better Approach:

- Timed popups after meaningful engagement
- Single, relevant fleet-specific offer
- **Easy-to-close windows**
- Commercial-focused content (fleet guides, TCO tools)
- Subtle, non-intrusive chat options

**Fleet professionals value efficiency above all.
Respect their time with minimal interruptions and relevant offers only.**



#2: Poor Mobile Optimization

Fleet managers and procurement officers don't just browse at their desks. They're researching while:

- Walking through vehicle yards
- Discussing needs with their team
- Traveling between job sites
- Comparing options on the go

Where are you in the mobile menu?

The Cost:

Tiny text, unusable buttons, and slow-loading pages = instant bounce to competitor sites

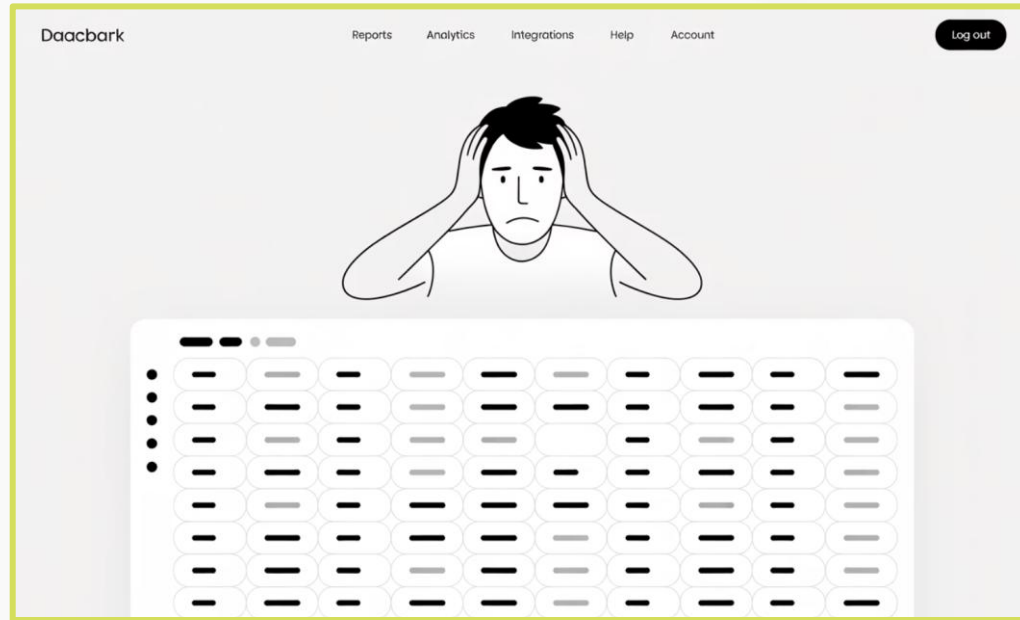
The Fix:

Mobile-first design with fast load times, large tap targets, and streamlined content



#3: Complicated Navigation

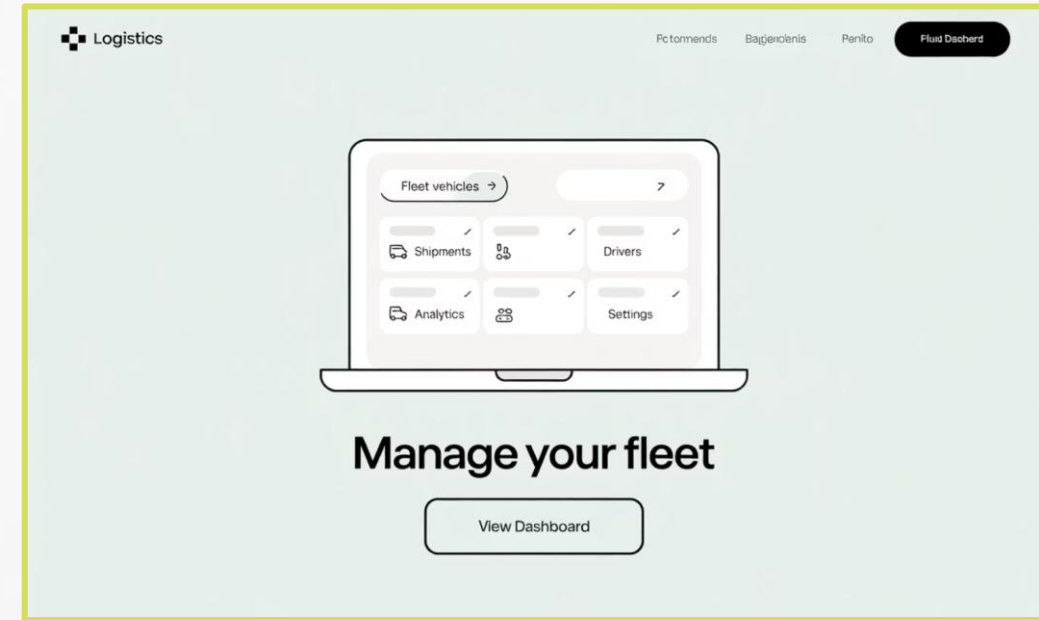
1



The Problem:

- Endless dropdown menus that hide your Fleet & Commercial section
- Critical information buried 4-5 clicks deep
- Buyers get confused, frustrated, and leave

2



The Solution:

- Streamlined navigation with prominent Fleet section
- Dedicated Commercial landing page with all relevant resources
- Clear pathways based on buyer type (small business vs. large fleet)

Is your “inventory” actually in two different places?

#4: Hidden Contact Options

The Silent Saboteur

- Phone number buried in footer text
- Contact form hidden behind multiple clicks
- No chat option for immediate questions
- Fleet specialist contact info nowhere to be found

At [REDACTED] Chevrolet we welcome any comments or inquiries you might have regarding your business. Call our Fleet/Commercial Sales Manager, at [REDACTED]-441-6393 so we may better serve you. Or, simply click on the Contact Us link below.

Contact Us

The 24/7 Salesperson

- Click-to-call button visible on every page
- "Request Fleet Quote" CTA prominently displayed
- Live chat option with commercial specialists
- Named fleet managers with direct contact info



Jim Little

Director of Fleet Solutions



When a hot prospect is ready to talk, seconds matter. Competitors with instant contact options will scoop your leads.

#5: Low-Quality Content & Images


Trust Killers

- Blurry stock photos
- "Image Coming Soon" placeholders
- Generic specifications copied from OEM
- No upfit details or configurations
- Text-heavy pages without visual breaks

Trust Builders

- High-resolution, multi-angle photos
- 360° views of vehicle interiors/exterior
- Detailed upfit specifications with visuals
- Benefit-driven copy for various industries
- Scannable content with clear subheadings


**Fleet purchases represent significant investments.
Low-quality presentation signals low-quality service.**



BUSINESS

ELITE

Finding the Right Work Truck in Clarksville
Coyle Chevrolet Co.: (812) 496-4452
1801 Broadway St., Clarksville, IN 47129



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Truck Search

About

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Map

Truck Pro Login

[Back To Your \(4598\) Results](#) > [New Work Trucks And Vans For Sale In Clarksville,...](#)**2024 Chevrolet Silverado 6500 Crew Cab DRW 4WD Palfinger Mechanics Body**
Stock #241570

Share


Save

Print

Call For Pricing

I'm Interested!

Vehicle available NOW in Clarksville, IN.
Contact Coyle Chevrolet Co. for more info.
(812) 496-4452

List Price	\$41,955
Body Costs	+ \$14,766
Sale Discount	- \$1,500
Incentives	- \$1,500
 SALE Price:	\$53,721

#6: “Sticker” Price Only



The Problem

Displaying only MSRP sticker prices without fleet incentives scares off potential buyers who assume retail pricing.

$$\frac{f}{dx}$$

The Impact

Fleet managers need to justify purchases with ROI. Without transparent pricing and finance options, they can't build their case.



The Solution

Show "From \$X/month" pricing, highlight fleet incentives, and provide ROI calculators for business justification.

Pro Tip: Include TCO (Total Cost of Ownership) calculators to help buyers understand the full value proposition beyond purchase price.



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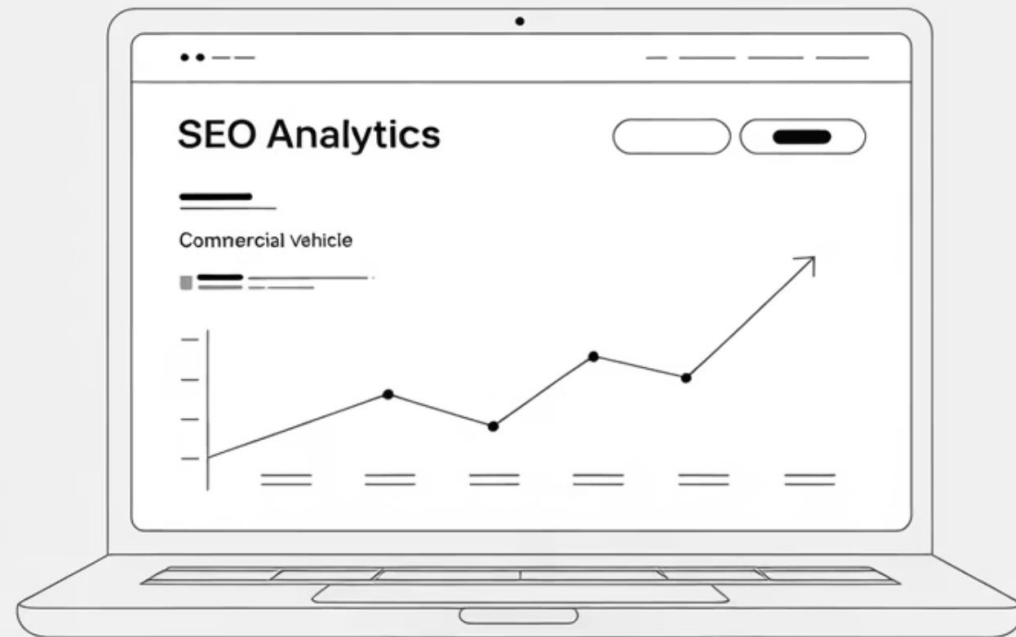
I'm Interested!

Vehicle available NOW in Clarksville, IN.

Contact Coyle Chevrolet Co. for more info.

(812) 496-4452

#7: Poor SEO & Outdated Content



Missing Keywords

Site lacks critical search terms like:

- "Commercial trucks near me"
- "Fleet vehicle pricing [your city]"
- "Box truck upfit options"
- "Construction vehicle dealer"

Outdated Content

Signs your content hurts your ranking:

- Blog posts from 2+ years ago
- Specifications for previous model years
- Expired promotions still featured
- Dead links to discontinued vehicles

Technical SEO Issues

Common problems include:

Slow page load times	Non-mobile responsive pages
Missing alt tags on vehicle images	Duplicate content across pages

**If fleet managers can't find you in search, they can't buy from you.
Regular content updates and proper SEO optimization are essential for visibility.**

BEST PRACTICES

Turn your website into your **most effective** sales tool

5 Keys to a Sales-Driven Website

1

Mobile-First, Clean Design

Optimize for on-the-go fleet managers with responsive layouts, fast loading times, and clear typography. Eliminate clutter that distracts from your core offerings.

2

Simple Navigation & Visible Contact

Create intuitive menus with a prominent Fleet section. Include click-to-call buttons, chat options, and contact forms on every page. Make your fleet specialists accessible.

3

Fleet-Specific Content

Showcase high-quality photos of actual inventory with upfit options. Create industry-specific landing pages addressing unique needs (construction, delivery, service, etc.).

4

SEO & Fresh Updates

Optimize for commercial search terms relevant to your region. Regularly update inventory, blog content, and promotions to improve search rankings and return visits.

5

Interactive Tools

Implement quote calculators, upfit configurators, TCO estimators, and financing tools. Include customer reviews and testimonials to build confidence and trust.

Implementing these five elements will transform your website from a brochure into a powerful sales tool that works 24/7.

Put Real Customers in the Spotlight

"When I explain how our delivery times improved 30% thanks to your vehicles and financing solution, your sales team understands exactly what's at stake. It's not just trucks—it's our ability to serve our customers."

— Sarah Chen, Operations Director, Midwest Distribution

Customer Testimonials

Invite fleet clients to share their experience during sales meetings. Nothing validates your team's work like hearing direct impact stories from actual customers.

Real-World Reinforcement

When sales staff hear directly from end-users about how their work solved real business problems, the mission becomes tangible and meaningful.



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DRIVING FORWARD

This Week's Challenge:

Find **one thing** this week in customer-facing digital presence that you need to update.
Come prepared to share your findings at our next session!



OUR UPCOMING TRAININGS

SEPT 16-17
VIRGINIA BEACH



OCT 21-22
MINNEAPOLIS



NOVEMBER 4-5
ORLANDO



DECEMBER 3-4
VIRTUAL



ALL EVENTS:

OneNexusDealerTraining.com/Events

“Professional presentation is just huge. It has nothing to do with the job, it’s just general. If you look ‘bush-league’ or your venture looks ‘bush league’, you’ll be treated as such.”

--Dejan Kovacevic



