10 Ways Dealers Can Increase Sales

Despite the fact that the majority of sales start with online searches these days, dealers often still depend heavily on foot traffic. Fortunately, there are plenty of ways dealers can attract buyers, increase sales and retain loyal, happy customers, even in the digital age. Feel free to use this checklist for inspiration, or distribute to your sales team for ideas.



- [ ] Use a dealer locator on your website to help customers find you (free at Storemapper.com)
- [ ] Engage with potential customers via social media.
- [ ] Encourage happy buyers to leave you online ratings and reviews on places like Facebook, Google, and Yelp.
- [ ] Invest in local marketing.
  - [ ] Paid search ads
  - [ ] Local SEO
  - [ ] Local social media
  - [ ] Billboards
  - [ ] Radio and/or TV ads
- [ ] Host local Events like sales, giveaways, auctions.
- [ ] Create a local website with your brand name, products, and location.
- [ ] Add customer testimonials to your website.
- [ ] Take time for ongoing education and training to remain knowledgeable and confident in front of customers (i.e. webinars, articles, emails, videos, etc.)
- [ ] Take part in community functions, like supporting charity or sponsoring an event.
- [ ] Offer incentives to customers like referral programs or freebies.

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