

## The 360-Degree View of The Customer

Virtually all of today's car buyers are shopping online first, but how are you turning those shoppers into buyers when they call, email or simply walk in to your dealership without an appointment? This workshop takes a 360-degree view of today's shopper — what they're looking for from dealerships today, the multiple ways they're contacting you, effective methods for influencing their purchase decisions, and the do's and don'ts of newer platforms, like live chat, social media, consumer reviews and reputation management.

“I would recommend this training to anyone that deals with customers who use the Internet to research their products or services.”  
— Internet Manager  
Negaunee, MI

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### Learning Objectives

- How the Internet influences car shoppers
- What today's consumer mindset is
- Understand how to leverage the various ways shoppers contact you, online and offline
- Strategies to move online shoppers to your store

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### Audience

General sales staff, support staff, reception

**For more information please contact your Autotrader Representative.**