



DID YOU KNOW?

According to dealer management software firm, Dragon2000, dealers that handle negative or unfavourable reviews poorly, end up damaging their reputations and may even lose future customers. Instead, the firm suggests that dealers learn from reviewers rather than ignoring them. For more tips on optimising online sales, keep reading.

Help Clients Understand New VED Changes

The revisions to the vehicle excise duty (VED), which came into force on 1st April, apply to all vehicles registered on or after that date. These changes are expected to have a noticeable impact on how buyers shop for a new vehicle. According to an industry survey, 93 per cent of respondents said they believe that their customers are unaware of the changes.

To ensure that you understand the new VED changes and can effectively explain how they will affect prospective customers, review the following key changes:

- The first-year rate will be based upon official carbon dioxide (CO₂) figures and range from £0 to £2,000.
- After the first year, a standard rate of £140 will apply to all petrol or diesel cars, £130 for alternative fuel (hybrids, bioethanol and liquefied petroleum gas) cars and £0 for cars with no CO₂ emissions.
- An extra charge of £310 a year will apply to cars with a list price over £40,000 for the first five years.
- Cars first registered before 1st April 2017 will continue to pay the car tax under the old system.

As these changes will have a significant impact on prospective car buyers, your sales staff may want to recommend a low-emission vehicle to help them save money. For more guidance on preparing your business for success, contact **Crendon Insurance Brokers Ltd** today.

Overcome Common Online Sales Barriers

Forty-five per cent of dealers believe that click to buy initiatives will negatively impact profitability, based upon a recent industry survey. According to Auto Trader, 74 per cent of car buyers conduct their research online; however, 22 per cent of car buyers believe that dealer websites are untrustworthy.

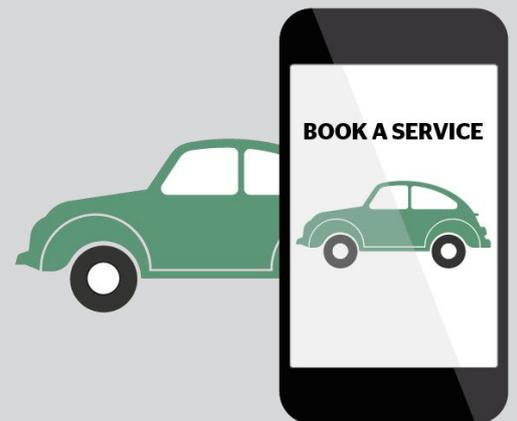
Gaining potential customers' trust is just one barrier that you will have to overcome. Another is the various complexities involved in purchasing a vehicle online. To successfully overcome these barriers, considering including these features on your website:

- Display any certification badges or labels that prove your dealership offers trusted, quality service on your home page.
- Provide a photograph for each of your vehicles along with a brief description of the most beneficial information. In addition, include an outline for the different financing options available.
- Provide your general contact information along with multiple booking options—such as by telephone, online or live chat.

DRIVERS GO MOBILE

60 PER CENT of UK motorists use their mobile to book a service appointment for their car.

74 PER CENT of UK car buyers conduct their research online.



Sources: Google, Auto Trader

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