

How to Create an Equity Mining Strategy that Works



Equity mining is the current hot topic in dealership growth strategies – and rightfully so! When done well, equity mining can be a significant contributor to overall sales. For dealerships of all sizes, the right technology combined with a dedicated strategy has resulted in more appointments, greater show rates, an increased lead to close rate, and even efficiencies in inventory acquisition. So where is the best place to start in evaluating equity mining approaches? Here are five critical factors to modern equity mining data utilization.



Lead Follow-up Practices: A shocking number of dealerships do not have firm policies in place for how quickly and how often each lead should be followed up with by their sales teams, resulting in valuable business opportunities lost to competitors. In fact, lack of accountability on lead response times and expected follow up cadence is the top reason for untouched opportunities.



Lead Queue Prioritization: Not all leads are created equal, and that's especially true of leads obtained through equity mining. Equity mining tools like Revenue Radar™ use advanced algorithms to organize leads based on viability and subsequently direct sales individuals on which leads to follow up with, when. Whether through technology or process, prioritization of lead queues is a crucial component to maximizing the value of equity mining, not to mention efficient use of sales time.



Sales Assignments: Equity-mined leads need to be worked with subtlety, patience, and most importantly with a customized strategy. Remember, equity-mined leads do not have a “car purchase” on their priority list so cookie cutter call scripts and email templates sent from junior sales reps simply won't go very far. The value of customized conversations within equity mining strategies has become so apparent that dealerships are now dedicating seasoned sales staff to manage all leads in this channel.



Data Utilization: Understanding consumer needs and motivations is the very essence of a strong equity mining strategy. From utilizing service visit data to show lease customers their pending out-of-pocket spend for staying in their vehicle to locating appropriate inventory based on past purchase preferences, it's all about splicing the data and serving it up to the right customer, at the right time.



Data Quality Monitoring: Few things are as frustrating to sales staff as having bad leads with missing data. To ensure the right balance of lead volume and quality, query set-up and trim details should be reviewed periodically to avoid any influx of unrealistic leads. Also, regular audits of valuation book, type, and potential mark down will ensure consistent accuracy of equity calculations.

All in all, equity mining is not something that can be set up and forgotten about. Like any sales strategy, it needs to be approached with rigor, consistency, and ongoing optimizations based on the unique needs of each dealership. Get in touch with us to explore Revenue Radar, the automotive industry's leading equity mining tool.