

# 10 Habits of Highly Successful Dealers

This year, we identified and studied the 75 top-performing TrueCar Certified Dealers to understand the sales tactics and strategies used to achieve close rates that were **2X higher than their competition**.



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## Expedite the Process

To get a head start on building rapport with customers, top dealers respond significantly faster to leads than their competition, setting the stage for a streamlined process.



Respond to Customers  
Nearly 2.5X Faster

2

## Tailor Your Response

Top dealers are more likely to customize lead responses, acknowledging customers' preferences and their online journey. They are also more likely to rely on more personal contact methods such as a phone call or text, which typically results in higher customer engagement.



4 out of 5 Dealers Send  
Customized Emails

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## Leverage Trusted Third Parties

Car shoppers depend on trusted third-party sites as independent sources of information. TrueCar powers several car-buying sites such as USAA, GEICO, and Sam's Club. Top Dealers reference them to build trust.



Use Brand Equity  
to Build Trust

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## Suggest Alternative Vehicles

Customers often purchase a different car than what they originally had in mind. Top dealers keep the purchase process moving by sending custom price offers on alternative vehicles.



Sending Custom Vehicle Offers  
Increases Close Rate by 13%

5

## Embrace Transparency

Top dealers differentiate themselves by emphasizing transparency throughout the sales process, which builds credibility with informed customers.



73% Provide Price  
Quotes over the Phone

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## Ensure Up-to-Date Vehicle Pricing

Top dealers avoid a "set it and forget it" pricing strategy, frequently evaluating and adjusting their new vehicle pricing in the **TrueCar Pricing Tool**.



Evaluate Pricing 1.5X  
More Often Than Average

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## Present Market Based Pricing

Top dealers transact at the same level as the average dealer and are more likely to opt in to sales analytics tools, like Sales Analyzer to give them up-to-date insights on pricing in their local market.



Transact at 93.6%  
of MSRP vs. 93.7%  
for the average dealer

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## Provide Vehicle Validation

Top dealers proactively present information to consumers such as vehicle reviews, history reports and competitive comparisons—empowering them to select the right vehicle.



Present Information That  
Guides Vehicle Selection

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## Validate the Price

Top dealers use third-party data to help validate the competitiveness of their price relative to consumer-trusted benchmarks, like the **TrueCar price curve**.



Use Third-Party Benchmarks to  
Increase Consumer Confidence

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## Showcase Value

To keep the conversation from focusing purely on price, top dealers emphasize their unique value proposition such as time saving, community involvement, or ownership benefits like **Buyer's Bonus**, which is exclusive to TrueCar buyers.



Repair



Deductible



Expert

Vehicle Sales That Include Buyer's Bonus Ownership  
Benefits Close 13% Faster than Those Without

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