

Lincoln Mercury drives qualified leads to Field Sales by solving lead generation issue with RM Factory

THE COMPANY

The Ford Motor Company produced Lincoln Mercury cars for several decades.

THE CHALLENGE

The hands-on car display at the Time Warner Center was great for presentation, but was not accomplishing the goal of lead generation for dealers.

THE SOLUTION

RM Factory developed training and materials to guide the team towards lead creation.

THE RESULTS

Pre and post results were described as “like night and day.”



BUSINESS CHALLENGE

As a means of pursuing affluent consumers, Lincoln Mercury, in partnership with Time Warner, displayed two of its luxury vehicles in the front lobby of the communication giant’s headquarters. The display included interactive high-definition TV screens that conveyed product information.

Lincoln Mercury was looking to create a unique experience-oriented display. They used both an interactive digital display and Lincoln employees who were acting as “Auto Concierges” available to answer questions. In addition, they were able to connect prospective buyers to more than 1,300 U.S. based dealers with a hand-held personal digital assistant and could arrange for test drives.

While the ‘concierge’ team did an excellent job at providing a positive brand experience, their lead generation efforts were falling short of corporate goals.

RM FACTORY’S SOLUTION

RM Factory recommended a comprehensive training program for these auto concierge’s and proposed to the client that a training program be put in place. The program included a customized training session on how to generate qualified leads for a field sales force, as well as the creation of a ‘Job Aides’ packet that was used as an ongoing reference for the Auto Concierge team.

RESULTS

An independent third party mystery shopping company found that the results pre and post-training were “like night and day.” The ‘concierge’ staff was still providing a positive customer experience, but was also effectively generating highly qualified dealer leads.

About RM Factory

RM Factory’s unique methodology for delivering improved business results lies in an integrated approach to Sales & Marketing. Living at the nexus where marketing and sales converge, RM Factory bridges the two to improve your bottom line. How? By architecting high performing go-to-market roadmaps and aligning those with state of the art technologies, codified operating processes and time tested business rules. RMF works across channels to insure programs are flawlessly executed, leads are generated and nurtured, and ultimately sales are delivered.

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