

# BOOST LEADS WITH DIGITAL RETAILING - ENGAGE

Including your inventory in an online marketplace is a key step in getting seen by buyers during their research process. But how can you quickly, easily, and directly connect with them when they're excited about a listing?

Enter *Digital Retailing - Engage* tools brought to you by Trader Interactive! Here's what you need to know to start getting even more benefits from your marketplace investment:

## THREE TOOLS, ONE POWERFUL COMBINATION

*Digital Retailing - Engage* includes three tools that modernize your sales process:



### MAKE AN OFFER

When a buyer finds a listing they love, they can now send a reasonable purchase price directly to the dealer. It's the perfect opportunity to begin the negotiation process with interested buyers.



### REQUEST A VIDEO

In addition to the photos featured on a listing's carousel, buyers can now submit a request on the listing page to see a video of the unit. Our system sends you an email about the lead, making follow up simple.



### REQUEST A VIDEO CHAT

Connect with consumers face-to-face before they arrive at your dealership! Buyers can now request to schedule a video chat with you, so they can ask questions and take a virtual tour of a unit before stepping foot on your lot.

## THREE MAJOR BENEFITS OF DIGITAL RETAILING - ENGAGE

These innovative tools aren't just cool, they're effective. How will your business improve? Importantly, these tools help you:

### INCREASE YOUR LEADS, ON AVERAGE, BY 41%.

Dealers leveraging these features have seen impressive results, including a significant boost in the number of leads in their sales pipeline. These tools capture additional leads from buyers who may be less inclined to submit a traditional email request.

### MODERNIZE HOW YOU COMMUNICATE WITH BUYERS.

Thanks to additional contact options, you can connect with more consumers than ever, regardless of limitations on in-person meetings or buyer communication preferences.

### CLOSE SALES FASTER AND MORE EASILY.

Each feature connects you with buyers when they're most interested in a unit. In addition, because the tools are integrated with TraderTraxx, all the details about these interactions are captured for easy review.

**AS ALWAYS, YOUR ACCOUNT EXECUTIVE STANDS READY TO PROVIDE INSIGHT INTO THE TOOLS AVAILABLE TO YOU AND ADDITIONAL UPGRADE OPTIONS.**

Contact us now at [marketing@equipmenttrader.com](mailto:marketing@equipmenttrader.com) or (877) 920-5442