

## Dealer Questionnaire Re: Website-to-Showroom Visits

Dealer Name: \_\_\_\_\_ Date: \_\_\_\_\_

Participating Individual: \_\_\_\_\_ Title: \_\_\_\_\_

1. When the dealer displays inventory online, it creates a flow of shoppers. How important is it to capture the shopper's attention in this moment?  
Scale 1-10 \_\_\_\_\_
  
2. Should the dealer allocate an advertising budget to cover the \$20 Amazon reward to convert online shoppers to showroom visits? How important would this process be?  
Scale 1-10 \_\_\_\_\_
  
3. If a customer fails to show-up for their showroom appointment, how important is a reschedule for a replacement appointment?  
Scale 1-10 \_\_\_\_\_
  
4. When a visit to the showroom fails to result in a sale, how valuable would direct feedback from the customer be to improve service and staff training?  
Scale 1-10 \_\_\_\_\_
  
5. With permission from the dealer, AutoLine would like to introduce the website appointment program to the dealer support staff with an 8-minute recorded webinar video. If agreed, please list the participating individuals and the date/time below.

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Website Manger: \_\_\_\_\_ Will attend \_\_\_Y, \_\_\_N

BDC Manager: \_\_\_\_\_ Will attend \_\_\_Y, \_\_\_N

Other Manager: \_\_\_\_\_ Will attend \_\_\_Y, \_\_\_N

Best Date/Time for Webinar: \_\_\_\_\_