



**CREDCO**

# Newsline

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## PUTTING YOUR BEST "VOICE" FORWARD

### *Email Best Practices For Your Dealership*

Email has become practically universal, particularly for dealerships – and their customers – who rely on it as an integral part of the overall sales process. The question is, is an email ever “just” an email? If you ask those on the receiving end, mainly your customers and prospects, the answer would be a resounding “no”.

**The moment you hit send, that email becomes the voice of your dealership. So, are you always putting your best voice forward?**

The next time you send an email, consider the following tips to help ensure that every email is an invitation to do business with your dealership.

#### **1. Compose Professional Messages**

*If you're careless with basic writing skills, it's easy to send a bad impression. Avoid using ALL CAPS (reads as yelling) and always spell-check.*

#### **2. Delete Redundancies**

*Say it once. If you're repetitive, your customer will stop reading and potentially miss the most important part of your message.*

#### **3. Focus on Your Strongest Point**

*Avoid the temptation to include off-topic material. That's the fastest way to lose the reader's attention – and throw you off your sales game.*

#### **4. Write Effective Subject Lines**

*First, always include one. Second, keep it short, relevant and interesting. Third, avoid the SPAM trap by staying away from too many “!!!” or “\$\$\$”.*

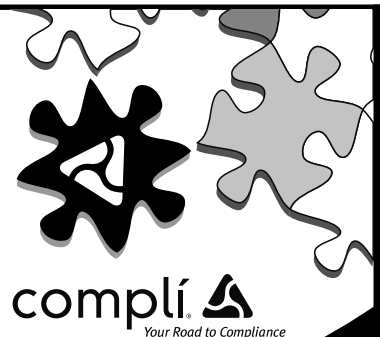
#### **5. Know When to Use Email (and when not to):**

*Email is fast and convenient for sharing information. But know when to drop the mouse and pick up the phone for an old-fashioned personal touch.*

## *The Missing Piece!*

**CREDCO's Red Flag Solution now includes an easy-to-use online compliance application that AUTOMATES your Red Flag Program!**

*Call (877) 302-3735 [www.CreditMasterServices.com/RedFlag](http://www.CreditMasterServices.com/RedFlag)*



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