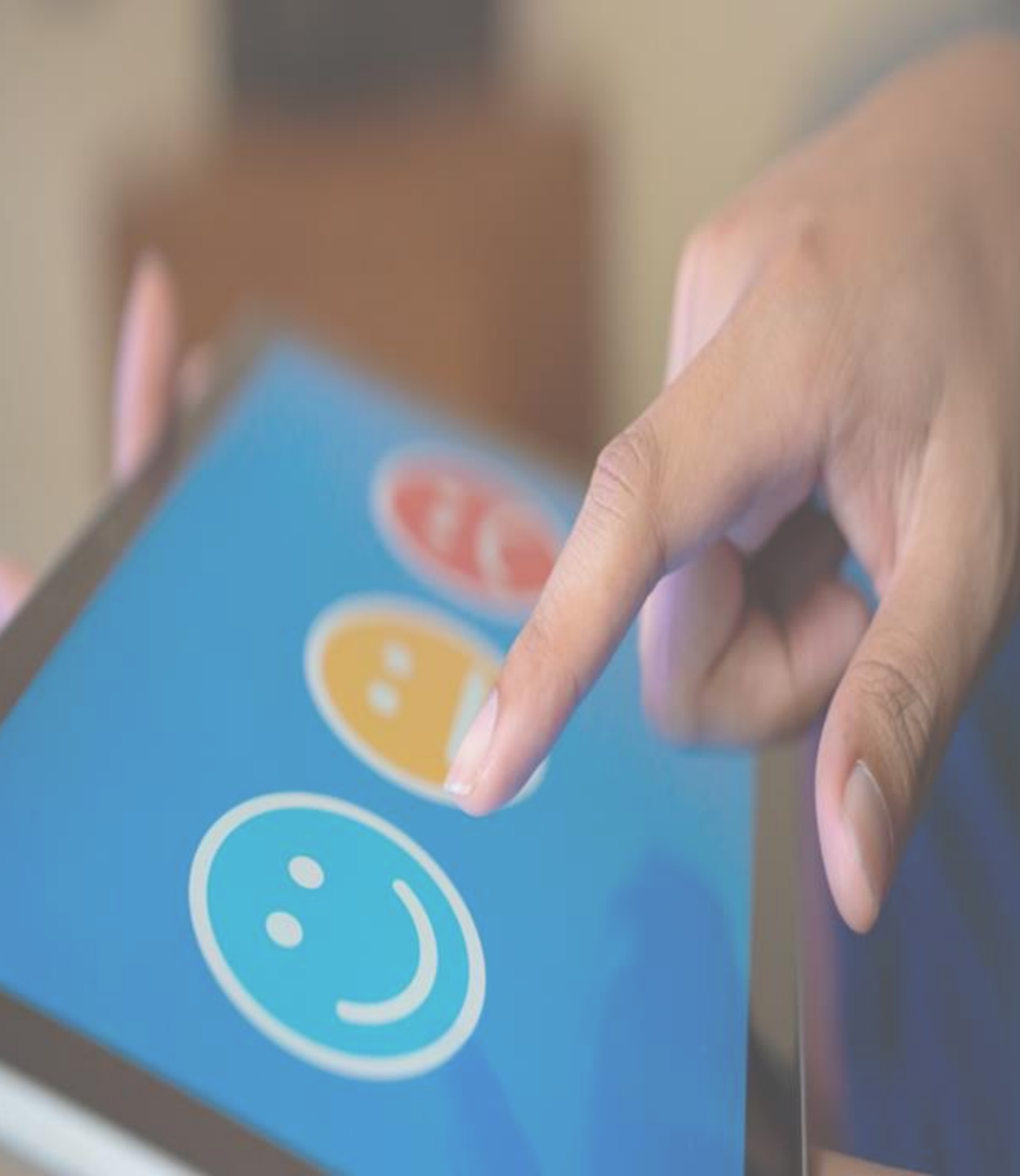




Developing VBRs to Get More Appointments



Getting good appointments
with high-potential prospects
today is...

- Easier
- Harder
- About the same



Why do you think it is getting harder to secure a meeting with a high-quality prospect?



Valid Business Reasons

Essentially states why your prospect should want to meet with you, not why you want to meet with them



Why do you think a strong VBR is important?

- Differentiates you from the competition
- Your opportunity to demonstrate trust and value
- Creates urgency

Developing Your Valid Business Reasons

Start with Insights

What is happening in their industry that creates an opportunity or challenge?

Common Trends to Research for Insights

- A new challenge or opportunity in the industry or category
- Shifts in priorities
- New technology disrupting their industry
- New or low-cost competitors
- Comments on review sites and social media



VBR Framework

Important

- Find an industry insight important or urgent to them

Relevant

- Relate the insight to their desired business results

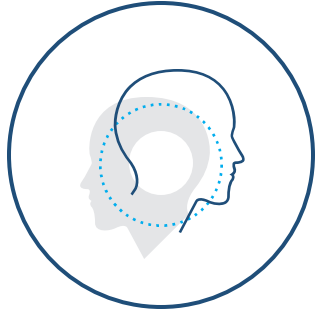
Trusted and Valued

- Demonstrate your empathy, expertise, or problem-solving

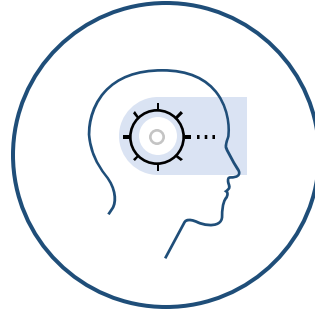
Call-to-Action

- Ask for an appointment or to connect

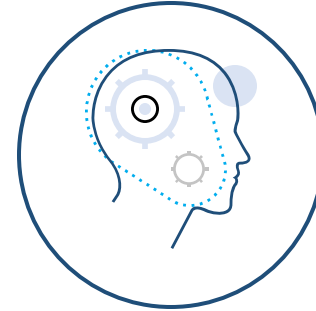
EMPATHY



EXPERTISE



PROBLEM SOLVING



TRUSTED & VALUED



Speak their language
Illustrate you understand
their business
Sound like a business
owner yourself

Use Insights
Relating back to their
consumer
Identify potential Desired
Business Results

Case studies
Success stories
High concept ideas
Referrals
References



The Habit

Have a valid business reason each time you contact a client or prospect.

- Tailor a VBR when trying to connect
- Use a VBR to ask for the appointment
- Continue to use a VBR during follow-up



VBR In
Action

84% of consumers searching for HVAC services online don't have a company in mind when they start their search. That presents a huge opportunity for Air Experts to capture those potential customers before they choose a competitor.

Your customers already recognize you for your quality, responsiveness, and professionalism—key factors that influence purchasing decisions. **The question is: how do you ensure more of those undecided consumers find and choose you first?**

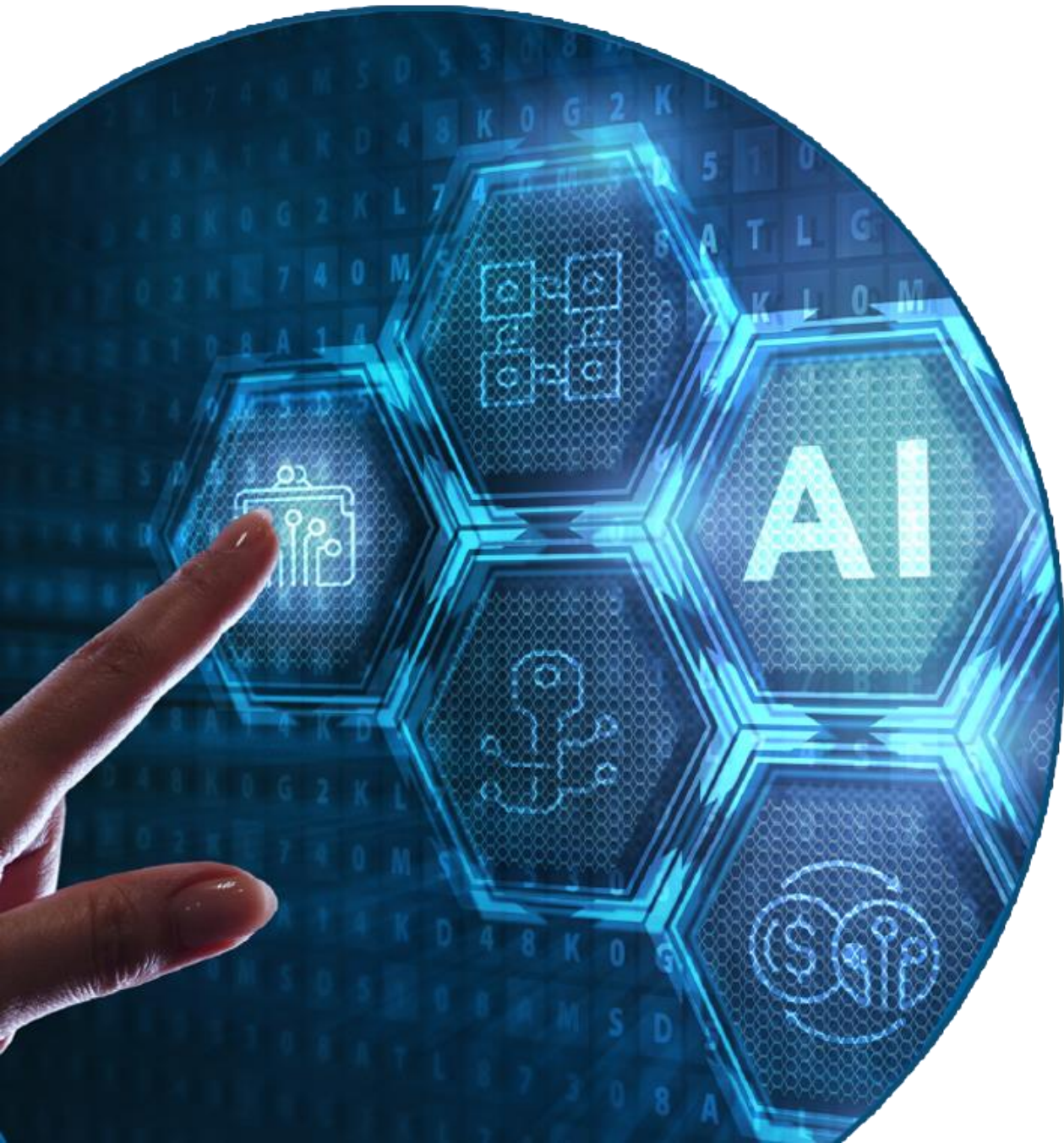
We have a history of helping HVAC companies like yours connect with the right customers at the exact moment they need your services.

Let's set up a time to discuss how our proven marketing strategies can help you attract more qualified leads.



Tools to Help You Craft Your VBR

- Google is your friend!
 - Marketing Challenges
 - Consumer Trends
 - Consumer Journey
 - How consumers choose
- Niche sites, industry websites, and publications
- Research Studies
- Social Media
- Company Website
- AI



VBR Tips



The secret to using AI to write your VBRs is the prompt!

The more detailed and specific your prompt, the higher quality your response will be...

The Ask

Act like a successful advertising media consultant. You want to target the automotive dealer category. You need to research the category to find potential problems that dealers are facing right now that I can use as a valid business reason to secure an initial appointment to do a needs analysis.

Find the top 5 challenges that auto dealers are facing in 2025.

The Result

According to a recent survey conducted by **Cars Commerce**, the top three pain points that automotive retailers are faced with

1. Capturing higher-quality shoppers to drive market share.
2. Acquiring more used inventory and turning it for higher profit.
3. Differentiating a dealership from its competitors ¹.

Additionally, **Automotive News** reports that dealers are concerned about high interest rates, vehicle affordability, and degradation in new-vehicle profit margins ². Experts at the **Automotive News Retail Forum: NADA** also discussed the ongoing challenges for dealers in EV adoption ³.

In November 2023, a letter was sent by US dealers urging President Joe Biden to delay the electric vehicle (EV) push. More dealers joined in sending a second letter to President Biden to reconsider the proposed regulations ⁴.

Act like a successful marketing consultant. You are an account executive at....

Write an introduction email to secure a new business appointment with David Walters Dir of Marketing at City Ford.

First, use the insight that capturing higher-quality shoppers to drive market share is an important challenge facing dealers today Share how you can help them solve that challenge using your marketing capabilities.

Second, share how you have helped similar businesses, like Suburban Ford and City Chevy grow sales by increasing test drives.

Third, tell them that you can help them achieve similar results.

Fourth, ask for an appointment where you can share how you helped these other businesses and learn more about their challenges and goals.

Fifth, offer three upcoming days and times when you are available to meet.

Sixth, make your email as brief as necessary. Don't use buzzwords. Make it conversational, but professional.

Seventh, use a subject line that will have a higher chance of opening and response

Eighth, your goal is to get the prospect to open the email and reply to schedule a meeting, so give them a compelling reason to do so.

Ninth, do not use the opening line "I hope this email finds you well"

Subject: Drive City Ford's Market Share with Proven Marketing Strategies

Dear David,

Understanding the automotive landscape's competitive nature, I recognize the challenge City Ford faces in capturing high-quality shoppers to boost market share. My expertise in print and digital marketing _____ has equipped me with the tools to help you overcome this hurdle.

I've had the pleasure of partnering with dealerships like Suburban Ford and City Chevy, where we've successfully increased sales by driving more test drives through targeted marketing campaigns. These strategies are not just theories; they are results-driven solutions tailored to the automotive industry's unique demands.

I am confident that City Ford can experience similar growth. I would welcome the opportunity to discuss how we can replicate this success for your dealership. Let's explore how we can tailor our proven strategies to fit City Ford's specific goals and challenges.

Could we schedule a meeting to dive deeper into this? I am available on the following dates and times:

- Tuesday, March 14th at 10:00 AM
- Thursday, March 16th at 2:00 PM
- Monday, March 20th at 11:00 AM

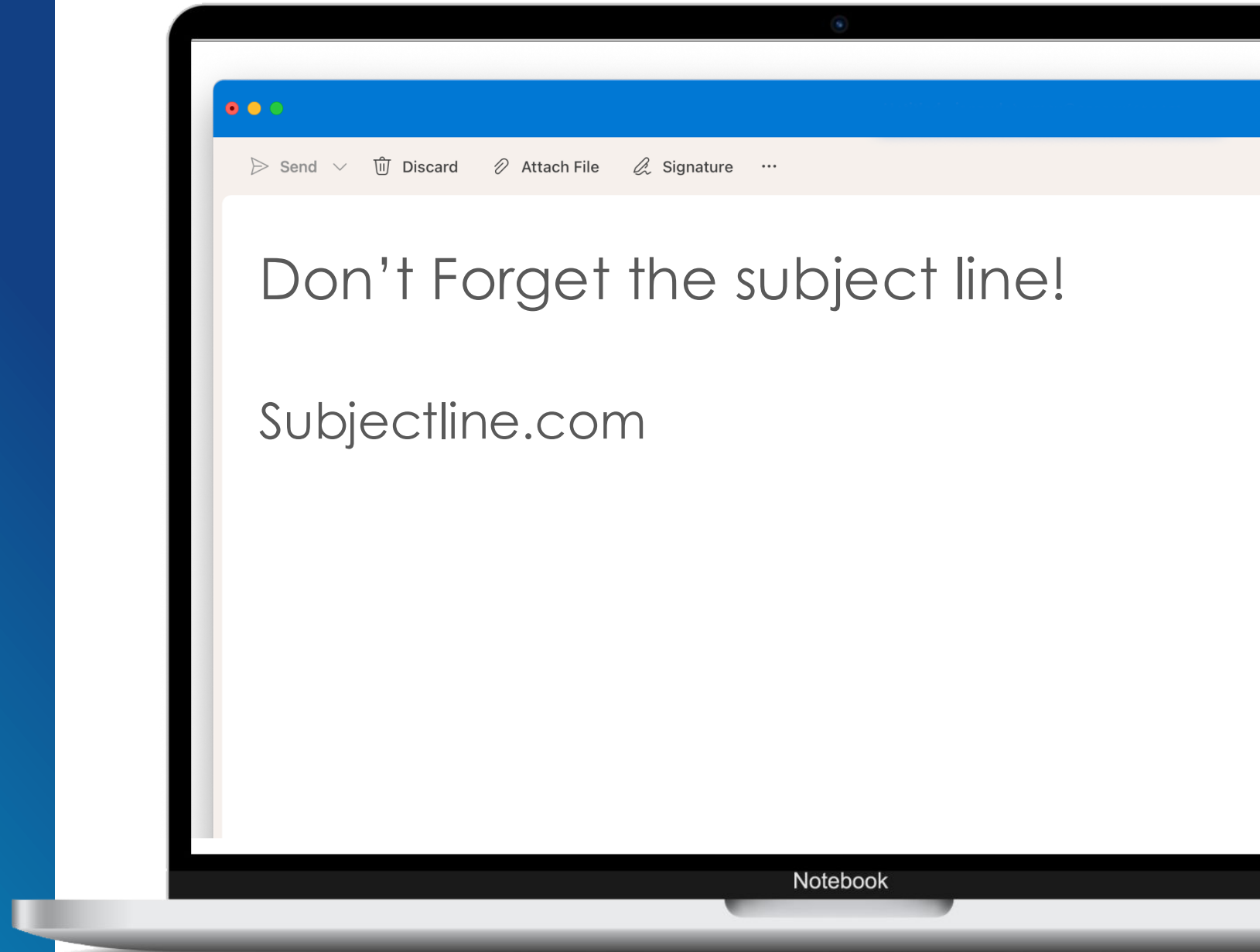
Please let me know which slot suits your calendar best, or if there's another time that would be more convenient for you.

Looking forward to the possibility of working together to drive City Ford forward.

Best regards,
[Your Full Name]
Account Executive



PSA





**Don't Forget to
Be Persistent!**



- In 2007, it took just 3.68 attempts to reach a prospect – today, it takes more than 8!
- The stronger the VBR, the fewer attempts typically needed

Don't Give Up! (Plan Your Approach)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		DAY 1: Introduction Email	DAY 2: Follow-up Phone Call	
DAY 4: Email Case Study & follow-up call (potential Video)	DAY 5: Connect On LinkedIn		DAY 7: In-Person Visit or Follow-up Email with Phone Call	
	DAY 10: Final Phone Call	DAY 11: Break-up Email		



Best Practices

- Diversify your approach
- Frequency is key, so stick to the plan
- Reach out to multiple contacts at once
- Use video in the sales process
- Use email and phone calls in tandem
- Adjust your VBR based on your approach
- Have a process to keep you accountable and on track
- Make a decision after your sequence
- End with a break-up email
- Send an invite when they say yes with meeting details

Questions?

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