

The Three Types of Walk-Ins



What mindset is a shopper in when on the lot?

A vehicle purchase is an important and exciting decision for car shoppers. Not every car shopper walks onto the lot with the same mindset. They walk in with different levels of knowledge and research they've gathered online or from friends and family. Considering what drives car shoppers to the lot will better help you understand how to help them and influence them towards their ultimate goal – purchasing a vehicle from you. Here are the three types of mindsets car shoppers are in when they walk into a dealership and the needs you can address to better serve them.



EXPLORE

41% OF VISITS
9% BUY ON THIS VISIT



Early in their car search, shoppers will visit a dealership to experience vehicles firsthand. They will often show up without a specific model in mind – just to learn about car features and attributes that will be important in their search. An exploratory visit may help them to begin the process of narrowing possible options.

KEY NEEDS

- Unobstructed ability to explore cars on the lot
- Learning about differences between brands, models, & trims



FIND & VET

15% OF VISITS
13% BUY ON THIS VISIT



Later in the car search, shoppers will visit a dealership with the goal of finding a specific make and model, test driving it and vetting it as a possible option. The goal is to ensure that a car is the right one for the shopper's specific needs.

KEY NEEDS

- Ability to find specific inventory
- Building confidence that it's the right choice and a fair price



DECIDE & PURCHASE

45% OF VISITS
67% BUY ON THIS VISIT



Near the end of the car shopping process, shoppers go to the dealership with a purchase in mind. They begin to feel out the dealership on their real price and to begin the negotiation and purchase processes. Their goal is to get the right car at the best possible price.

KEY NEEDS

- Tools to get the best price and expedite the purchase process
- Control and empowerment over the negotiating and buying process