



WEBINAR WORKBOOK

**THE DEFINING AUTOMOTIVE
PHONE TRENDS OF 2020 AND
HOW TO TAKE ACTION IN 2021**

WEBINAR WORKBOOK

As you watch Car Wars' webinar hosted by Corey Johnson and Jake Wilker—*The Defining Automotive Phone Trends of 2020 & How to Take Action in 2021*—fill out this accompanying workbook. The workbook presents questions about the topics covered, and allows you to apply key concepts to your own dealership.

QUESTION 1

Fill in the blanks:

- In 2019, dealerships connected an average of _____ % of their calls to a qualified agent who could help the caller.
- In 2020, dealerships connected an average of _____ % of their calls to a qualified agent who could help the caller.

QUESTION 2

What's one method you could implement to improve call connection performance?

QUESTION 3

Which month of 2020 saw the lowest inbound call volume per dealership rooftop?

QUESTION 4

The times of day and days of week that receive the highest number of phone calls on average did not change from 2019 to 2020.

 True False**QUESTION 5**

What's the definition of a *firm* appointment?

QUESTION 6

What's the definition of a *soft* appointment?

QUESTION 7

Fill in the blank:

- From 2019 to 2020, the average percent of firm appointments booked increased from _____ % to _____ %.

QUESTION 8

Proactively requesting an appointment and inviting the caller into the dealership improves your chance of setting an appointment.

 True False

QUESTION 9

In 2020, outbound call volume:

- Increased Decreased Stayed the same

QUESTION 10

Of all the trends described in the webinar, which do you feel impacted your dealership the *most* in 2020? Why?

QUESTION 11

Of all the trends described in the webinar, which do you feel impacted your dealership the *least* in 2020? Why?

Thanks for completing the complementary workbook for Car Wars' webinar—*The Defining Automotive Phone Trends of 2020 & How to Take Action in 2021*. If you have any questions or would like to learn more about how Car Wars is helping dealers proactively uncover and resolve gaps in phone processes, visit carwars.com or email content@carwars.com to schedule a conversation!