CarWars
Own The Phone

PHONE PROCESS CHEAT SHEET
FOR COVID-19

Employ these three best practices right now to make the most of every lead and gain control of the situation amidst shutdowns, virtual sales, and an uncertain economy.

1 CONNECT THE CALLER!

As the current siutation evolves, your routing may need to evolve too. Here are some changes to make based on your dealership's unique, current scenario:

- All departments open with limited hours: Employ schedule-based routing
- Service open | Sales virtual: Route to a remote Sales team
- Service open | Sales closed: Set up a voicemail message for Sales lines
- Complete store closure: Set up a voicemail message for all business lines

Click here for detailed best practices on routing changes.

2 FOLLOW A CONSISTENT PHONE LEAD MANAGEMENT PROCESS IN CRM

Make managing your inventory calls part of your daily process and ensure you have a system in place to get all phone leads logged in CRM.

- [ ] Log and assign every lead.
- [ ] Check to see which callers need follow-up by going through a daily report of inventory opportunities.
- [ ] Hold your team accountable by listening to their calls and checking follow-up tasks in CRM.

Read more about CRM best practices for phone management.

3 STAY ON TOP OF YOUR HOTTEST LEADS USING THESE TOOLS:

- [ ] Set up sales opportunity alerts via text or email so you're aware of every inventory phone call.
- [ ] Sign up for a daily list of inventory calls (and ensure they're logged and assigned in CRM).
- [ ] Get a report of stranded calls and assign someone to follow up with every customer who doesn't get connected. Many stranded calls occur after hours.
- [ ] Listen in on live calls through the Call Box communication dashboard on Car Wars.

For more best practices, visit the Car Wars Resource Hub