

# FCA GRUDGE MATCH PLANET VERSUS YORK

We love competition here at Car Wars — it's what motivates teams and individuals to constantly improve. So we took that principle and applied it to what we do best: helping dealerships Own the Phone. What does

that look like up close? For two Arizona dealerships, York Dodge Chrysler Jeep and Planet Chrysler Jeep Dodge Ram, it meant a month-long, head-to-head competition for the title of Grudge Match Champion.





Surprisingly, the two stores were new to Car Wars and just so happened to be rivals too. We couldn't think of a better way to fire their sales teams up than with a hard-hitting battle royale. To make the game even sweeter, we paired each dealership with an expert Car Wars coach to lead them to victory, and thus the Planet vs. York: Grudge Match was born.

Both teams began with the Car Wars platform in June and their first monthly stats looked okay. But like most early Car Wars users, there was visible room for improvement.

**YORK**

276 live outbound connections  
 64 sales opportunities  
 27 appointment requests  
 8 firm appointments set

**SCOREBOARD POINTS: 675**

**PLANET**

76 live outbound connections  
 35 sales opportunities  
 15 appointment requests  
 5 firm appointments set

**SCOREBOARD POINTS: 251**

**YORK**

York Dodge Chrysler Jeep

## 291

points

MON <b>39</b>	TUE <b>30</b>	WED <b>36</b>	THU <b>25</b>	FRI <b>75</b>	SAT <b>29</b>	SUN <b>57</b>
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- 📞 **109 points:** connected on an outbound call (109 times)
- 📅 **72 points:** requested an appointment (9 times)
- 🔒 **64 points:** secured an appointment (16 times)
- 📞 **27 points:** fielded an inventory call (27 times)
- ⚡ **12 points:** picked up quickly (12 times)
- 📞 **7 points:** claimed an inbound call (7 times)

**PLANET**

Planet Chrysler Jeep Dodge Ram

## 480

points

MON <b>59</b>	TUE <b>74</b>	WED <b>119</b>	THU <b>118</b>	FRI <b>45</b>	SAT <b>65</b>	SUN <b>0</b>
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- 📅 **160 points:** requested an appointment (20 times)
- 📞 **136 points:** connected on an outbound call (136 times)
- 🔒 **132 points:** secured an appointment (33 times)
- 📞 **26 points:** fielded an inventory call (26 times)
- ⚡ **13 points:** picked up quickly (13 times)
- 📞 **13 points:** claimed an inbound call (13 times)

The teams hit the ground running and engaged in some stiff competition. The end goal for both General Managers, John Bissot of York and Nevin Foster of Planet, was shifting the phone culture at their respective stores, with the knowledge that more phone calls means more appointments, and more appointments mean more cars sold each month.

However, the rush for the sales team was the unique Scoreboard report in which every

little action counts. The Scoreboard report in Car Wars divvies out points to each individual sales team member and pits the total number against the competing store. Not only was everyone on each team gunning for the top spot, but every call connected and appointment requested took them one step further towards the championship.

- 📞 **80 points:** requested an appointment (10 times)
- 📞 **74 points:** connected on an outbound call (74 times)
- 📞 **20 points:** fielded an inventory call (20 times)
- 📞 **16 points:** secured an appointment (4 times)
- 📞 **9 points:** picked up quickly (9 times)
- 📞 **3 points:** claimed an inbound call (3 times)

In order to truly gauge the effectiveness of the

phone, Planet was bold enough to take a big risk — they cut all their marketing spending to see just how well Car Wars would serve them in making bottom line sales. So with all of this enthusiasm from the teams, and a true phone performance opportunity for Planet on their hands, how did our coaches step into their corners?

Coach Jelisa Jefferson and Coach Jordan Patterson didn't bat an eye at the challenge. Each helped monitor the stores' progress and provided more than a few wake up calls when the match began to heat up. To aide in each store's progress and ease of use, Coach Patterson encouraged the staff to download the Car Wars app so that appointments could be set from anywhere on the premise. The result? Total domination.





We may be a bit biased, but it seems that Planet's improved selling prowess was a direct result of their phone handling... Just consider these stats!



*They increased their live outbound connections from 76 to 382 (**403% increase**).*



*Their sales opportunities leaped from 35 total to 88 total (**151% increase**).*



*They requested a whopping 58 appointments rather than merely 15 (**287% increase**).*



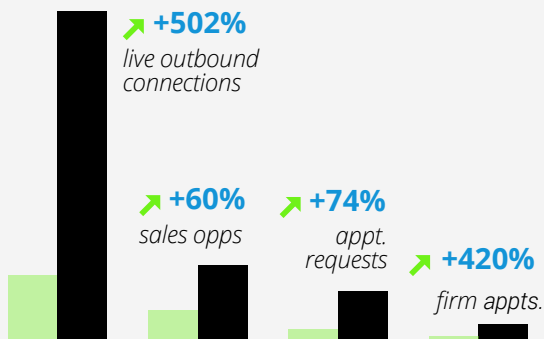
*To top it off, of those requested appointments, 36% were firm compared to 33% the previous month.*

"We are loving Car Wars and seeing a huge increase in sales!" - Nevin Foster, the GM at Planet CDJR, enthusiastically mentioned to Coach Jefferson.

What do those stats mean for Planet's overall phone performance improvement? We took a look at the numbers to get the story:

#### PLANET JULY STATS (MONTH OF GRUDGE MATCH)

382 live outbound connections  
88 sales opportunities  
58 appointment requests  
21 firm appointments set



So what happened to that no-marketing-spend challenge Foster put to our coaches? Looks like there may be a Grudge Match: Service Department Version in their future.

"Honestly, I love Car Wars. It has been so great for our dealership and it showed me the direction I need to take our service department. After looking at the product, I know that this is exactly what our Service Dept. needs."



Nevin Foster  
General Manager, Planet CDJR

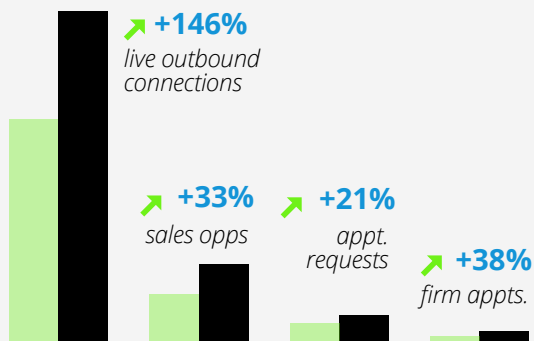
In the competing corner, York had a shakier start to the competition, but Coach Patterson and Manager Bissot would not falter. After a deep dive into the Car Wars data, Patterson and Bissot found that the biggest hurdle keeping York from success was their use of phone codes. Soon after the competition began, both stores acknowledged that "as important as phones are to a dealership, it's amazing how many dealerships don't realize it. Not only did Car Wars show us how important the phones are to a dealership's overall performance, but Car Wars made it really fun. **It wasn't a constant nagging on the sales staff to do this and that on the phone, but it instead drove them to perform well because they were in a competition.** We can honestly say at the end of the day...we had a good time." We couldn't have said it better ourselves.

After a concerted push to train the sales staff in phone codes, York saw itself neck-and-neck with Planet in the middle of the month, with an evenly-tied score between them. In the end Planet would have victory, but the ultimate goal of changing attitudes

and mindsets regarding the phone was accomplished for both stores, and we expect both to reap the benefits for months and years to come.

### YORK JULY STATS (MONTH OF GRUDGE MATCH)

403 live outbound connections  
95 sales opportunities  
34 appointment requests  
13 firm appointments set



July was the first full month these dealerships were on the Car Wars platform, and they both saw a major increase in their staff performance, motivation and ultimately their bottom line. Let Car Wars help your dealership Own the Phone just like it did for York and Planet.

"The Car Wars platform is awesome for the competitive spirit and able to track and listen to calls for ongoing training. I would recommend it to any dealer trying to maximize phone calls and appointments.

Car wars has increased firm appts and show rates, and it lets me know if customers are being called back."

**“** Nevin Foster  
General Manager, Planet CDJP

The team at Planet Chrysler Jeep Dodge Ram celebrates their win.



# Own the Phone with



Want to dive deeper into improving your phone performance? Car Wars will help you Own the Phone through:

1

## MISSED OPPORTUNITY ALERTS

If a call is mishandled, we'll notify the right people at your store for immediate action.

2

## REPORTS THAT DRIVE ACTION

Understand which marketing efforts are driving the best leads and how well your store is handling those leads.

3

## A SCOREBOARD COMPETITION

Compete against a different dealership each week. Own the Phone and win the game!

GET A DEMO