



Car Wars
by Call Box

THE PROOF IS IN THE PUDDING



CARLOS MOJICA OF LAFONTAINE AUTOMOTIVE GROUP

**Shares How the Game Changes When You
Inspect What You Expect**

THE PROOF IS IN THE PUDDING

How a background in retail sporting goods laid the groundwork for Carlos Mojica's conviction in the power of the phone and data-backed insight.

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Prior to entering the automotive industry, Carlos Mojica spent long hours working in retail managing multiple sporting goods stores. It wasn't until 2003 that Carlos turned his passion for vehicles into selling cars at a Ford dealership. As the self-appointed "new guy on the block," Carlos had to find a way to survive in a showroom filled with 22 veteran salesmen with well-established books of business. Instead of throwing in the towel, Carlos leaned on his background in retail sales and customer service to lay the groundwork for his successful future career in automotive.

As a salesman, Carlos started out by leveraging online queries and email communication — both of which he was exposed to in his prior retail role. He jumped at every walk-in opportunity he could get to quickly enough on the lot. He worked the phones and made follow-up calls a regular part of his day. The game changed, however, when he started *taking* phone calls.

"You learn quickly as a new salesperson how to unpark a phone call as it's coming in," Carlos laughs. "Once you have that opportunity, you're on the clock with that

customer. You have to create a great impression with the guest, let them know you're listening to them, reiterate and reinforce whatever their aspirations are, do a mental assessment of what angle to take to get this customer the information they need, and also invite them in to have an opportunity to make a sale."

Carlos understood the power of the phone. He took as many calls as he could and grew his business. Where many others didn't want to put in the effort, he took advantage of the opportunity.

ONCE YOU PICK UP THE PHONE, YOU'RE ON THE CLOCK

1

**MAKE A
GREAT FIRST
IMPRESSION**



2

**LET THEM
KNOW YOU'RE
LISTENING**



3

**REITERATE &
REINFORCE THEIR
ASPIRATIONS**



4

**GET THEM THE
INFO THEY
NEED**



5

**INVITE THEM
INTO THE
DEALERSHIP**



“Would we all love to have a face-to-face conversation with our clientele? Absolutely. But the next best thing is a phone call.”



“Would we all love to have a face-to-face conversation with our clientele? Absolutely,” Carlos explains. “But the next best thing is a phone call.”

Carlos joined LaFontaine Automotive Group in 2009 as their Internet Sales Director and has since been able to collaborate and grow with the leadership there. As the group’s current Retail Development Senior Manager, Carlos is able to share many of the phone processes and best practices he developed over the years with LaFontaine’s 1,800 employees. In doing so, phone calls have become even more of a focus for the group from the top down. As a dealership’s lifeline, phone calls are always a topic of conversation at LaFontaine.

As a rapidly growing dealership group, LaFontaine understands the importance of being at the forefront of phone call technology. With this in mind, LaFontaine made the decision to partner with Car Wars in 2018. Car Wars was able to offer distinct advantages compared to prior call tracking companies used. The first was the in-depth, detailed insight Car Wars provides into inbound calls. The second was the fact that Car Wars offers this data on outbound calls as well.

“Getting the data set of outbound calls was a game changer for us,” Carlos explains. “We’re able to see both the quantity and quality of our outbound calls — Car Wars is able to get you that visibility.”

Since starting with Car Wars, LaFontaine has been able to shape and measure their non-negotiables (internal team standards) around Car Wars’ metrics. An example of this includes holding salespeople accountable for making 25 outbound calls per day per salesperson. Car Wars’ reporting helps set agents up for success and bring them one step closer to a car sale or repair order completed.

Furthermore, Car Wars’ CRISP methodology assists in guiding LaFontaine’s phone handling goals and keeps their stores focused on key phone metrics. CRISP is a simple yet effective acronym Car Wars uses that includes all the essential elements of a successful phone regimen. CRISP



stands for Connect, Request & Invite, Set, and Pursue.

“Right now, Connect is our number one priority,” Carlos shares. “For a guest to pick up the phone and dial a LaFontaine store... We can’t take that for granted. We have to maximize that opportunity.”

Carlos uses Car Wars data to determine if there’s a *process problem* or *people problem* in connecting customer calls. Carlos defines a “process” problem as a technology challenge such as how a phone system is set up, how a bridge is set up, or how calls are being routed. On the other hand, a “people” problem is when a phone handler isn’t trained properly or isn’t empowered to service the customer correctly.

“People overlook the Connect score,” Carlos says. “There are a lot of nuggets to uncover in Connect. There could be broken phone trees or ring groups, not

having the right people answering the calls, how often people are checking voicemail, or how many times customers are dropping off and not even getting to voicemail.”

That said, Carlos reiterates how important it is to inspect what you expect. Carlos examines the reasons calls are not connecting to understand what’s happening on unconnected calls and why customers aren’t receiving the help they need. When calls do get missed, however, it’s critical to follow up with those customers and maximize the opportunity. Carlos leverages Car Wars’ missed opportunity alerts that notify managers and/or designated team members when callers don’t connect.

“Speed is everything,” Carlos explains. “Once you get a missed opportunity alert, we advise the person who is receiving them — whether that’s a manager or assistant manager or someone in the

THE CRISP METHODOLOGY



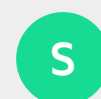
CONNECT

Connect each caller quickly to a qualified agent. Make picking up the phone a priority and never leave a caller stranded.



REQUEST & INVITE

Request the appointment on every call and Invite the caller into the dealership for a test drive.



SET

Set a firm appointment with a specific date and time, and confirm with a reminder.



PURSUE

Pursue new leads and reach out to established customers, rescue stranded calls, and save missed opportunities.



BDC — to get to them as quickly as humanly possible. **Time kills deals, and it kills customer experience.**

Carlos instructs his team to reach back out to a missed caller within ten minutes of receiving a missed opportunity alert. He equates the importance of these alerts to that of an internet lead. After replying within ten minutes, his team notates the outreach in CRM and leverages click to call to have the right data to measure the success of this follow-up process.

“There’s proof in the pudding,” Carlos concludes. “Car math is right: If I make the attempts, if I make the contacts, if I make the appointments, and if I hit the shows and solds... it’s not rocket science, it’s just effort.

And it’s a structured effort. **When sales correlate with the number of calls and connected calls on our outbound pursuit, that’s a great story.”**

From Carlos’ first days on the lot selling cars, he recognized the opportunity that exists when you harness the power of the phone. With

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the help of Car Wars, LaFontaine is able to use phone call reporting to ask the right questions, gain clarity and insight, understand the results they’re getting, and make adjustments where necessary. As Carlos explains, it’s important to get everyone involved to understand and leverage the data. Only then do real results occur.



LEARN MORE

To learn more about how growing dealership groups like LaFontaine Automotive Group are leveraging Car Wars to gain transparent, actionable insight into every inbound and outbound call in Sales and Service, visit www.carwars.com/home.