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Pursue

CRISP Phone Skills

Chasing down stranded callers is half the game in this business. The worst outcome is a prospect calling in interested, talking to someone, and hanging up without ever being invited in. The good news: it's not a lost cause. Get someone to call that person back quickly — it signals initiative and shows you actually value their business. Have your agents reference the earlier conversation and extend the invitation then.

The same logic applies to missed calls. If a prospect called and left a voicemail, that's a clear signal of interest — don't let it sit! Call back promptly, apologize for the miss, and handle the rest of the call as you normally would, appointment request included.

Then there are the fence-sitters — prospects who aren't sure about coming in. Follow up with them to try to nail down a firm time. And if someone said they'd think it over but never called back, *follow up anyway*. Prospects forget — your team can't afford to.

Top dealerships pursue **100% of stranded leads**, while the average dealership only follows up on **61% of Sales and 8% of Service calls**, meaning nearly a third of stranded Sales leads at an average store get dropped entirely.

HOW TO GET STARTED TODAY:



Use your call tracking provider to see whether calls are actually converting into appointments. If they're not, it's time to rethink your approach as a team.



Obvious, but worth repeating: every missed voicemail should be returned by end of day, no exceptions.



Confirm every appointment before the prospect arrives — make sure they know where you are and that the scheduled time still works.

Quit letting interested buyers fall through the cracks. Pursue every missed opportunity.

