

Request & Invite

CRISP Phone Skills

Your team's connecting calls well. Prospects are engaged, conversations flow smoothly, and your daily call volume looks solid. Everything seems to be clicking.

So why isn't that translating into more sales or appointments? If people are calling in interested, where's the disconnect?

That's where Request and Invite step in. Every call with a prospect needs to end in a requested appointment — no exceptions. Anyone calling in is someone considering buying a car or booking a service. Whether or not you think they'll ultimately pick your dealership, give them the chance to come in and see what you've got.

Listen closely to whatever questions, comments, or concerns a prospect brings up, then steer toward something like:

"We'd love to have you come by to test drive the car. Are you available this week to take a quick tour?"

At worst, they say no — but the real failure is never asking in the first place. You can't guess what's in a prospect's head, so you've got to do the legwork to get them through the door. Top-performing dealerships currently invite **69% of Sales opportunities and 98% for Service opportunities** into the dealership, while the average store manages just **56% for Sales and 90% for Service**. That's a meaningful gap, and it's basically free revenue waiting to be claimed.

HOW TO GET STARTED TODAY:



Focus on call quality, not just call count. Answering the phone isn't the same as executing well on the call.



Have agents listen carefully and jot down every concern or question a prospect raises before they ask for the appointment.



Keep the ask low-pressure to start — find out if they're free sometime this week, then narrow down specifics from there.

Get your agents practicing these requests today, and watch foot traffic pick up.

