



PURSUE

CRISP PHONE SKILLS

Pursuing those stranded callers is half the battle in the car business. The worst of the worst is when he or she called in interested in purchasing, spoke to someone, yet left the call without an invitation into the dealership. But, good news is, not all hope has to be lost in this situation. Have someone call that prospect back as soon as possible. This shows some great initiative on your side and proves to prospects that you're interested in their business. Have your sales agents let them know that you'd love to invite them in for a visit based on your last conversation.

The same goes for missed calls. If you received a call from a prospect, especially if he or she left a voicemail, pursue that opportunity! Leaving a voicemail is sure proof that the prospect is interested in you. Don't leave him or her hanging. Call that prospect back as soon as possible and apologize for missing the call. Handle the call the way you normally would and don't forget to request that appointment.

Sometimes you'll get calls from prospects who are wishy-washy about coming in for a visit. Try to secure an appointment with a follow-up call about confirming a specific appointment date and time. If a prospect agreed to think about a visit, but never called back, *pursue that call!* Your prospects may forget to call back, but your team shouldn't.



HOW TO GET STARTED TODAY:



Check your agents' phone activity through your call tracking provider to determine whether or not calls are translating to appointments. If not, it's time to restrategize with your team.



Sounds self explanatory, but make sure your team has returned ALL missed voicemails at the end of the day.



Follow up with every appointment before they arrive to make sure they not only know where the dealership is, but also to make sure that the time and date you have set still works for them.

Stop letting interested buyers slip through the cracks when you pursue every missed opportunity.