



# REQUEST & INVITE

## CRISP PHONE SKILLS

So your team is doing a great job at connecting the calls in your dealership. You've got interested prospects and your conversations are smooth. You feel like your agents are performing well, and it shows in how many calls you get per day.

But for whatever reason, you aren't seeing a boost in new sales or appointments in your dealership. What's the deal? Surely these people are interested, so where is everyone?

That's where Request and Invite come in to play. **Every single call with a prospect should result in a requested appointment, no exceptions!** If a prospect is calling you, he or she is interested in potentially buying a car. Regardless of whether you think callers will or will not choose your dealership, give him or her the option to come into the dealership and see what you have to offer.

Take time to listen to your prospects' questions, comments and concerns when he or she calls you. Then, follow up with something like this:

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

Worst case scenario, the caller says no. But the worst thing your agents can do is not even ask. You can't read your prospects' minds, and you have to do the work to bring them in!



### HOW TO GET STARTED TODAY:



Pay attention to quality calls over quantity. Just because your agents are answering doesn't mean they're executing.



Make sure they listen and write down all of the prospect's concerns and questions before asking for the appointment.



Start out simple and non-invasive by asking if they have time this week to come in. Then ease into the more specific details.

Have your agents practice those requests today and watch as more feet start moving through your doors.