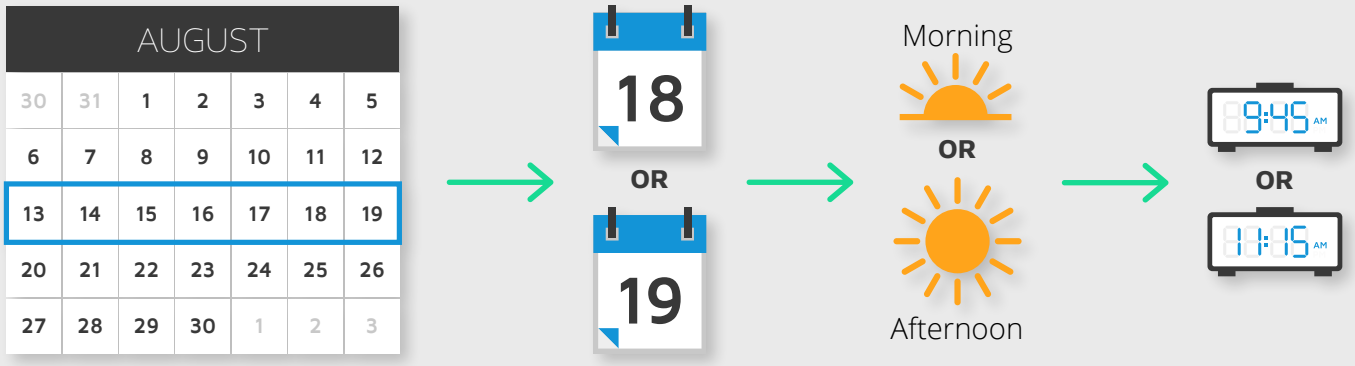
Car Wars
by Call Box

SETTING *FIRM* APPOINTMENTS

THE EASY HACK FOR INCREASING YOUR SHOW RATE



Start with a broad date range ▸ Drill down to two specific times ▸ Ask the caller to repeat back the appointment time.

SET THE FIRM APPOINTMENT

AGENT "When can you come in for a test drive? Does earlier or later this week work better for you?"

CALLER "Probably later in the week."

AGENT "Great, would you prefer Friday or Saturday?"

CALLER "Friday."

AGENT "Morning or afternoon?"

CALLER "Mornings are typically better."

AGENT "Perfect. I have 9:45 and 11:15 available on Friday, does one of those work for you?"

CALLER "Let's go with the 9:45."

AGENT "I have you all set, ___*(name)*___. I will see you on ___*(date)*___ at ___*(time)*___."

**Give directions and set expectations for the visit.*

AGENT "Let's make sure I have this down correctly, what time will you be coming in?"

REMEMBER: Setting a specific date and time increases show rates by 3x!