

STAY CRISP

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www.carwars.com
833-413-1925



CONNECT

- ☐ Repeat back the caller's name at the beginning of the call
- ☐ Ask at least one question about the caller's vehicle preferences
- ☐ Assure the caller that the dealership will have the perfect car



REQUEST AND INVITE

- ☐ Offer at least two different appointment times



SET

- ☐ Set the appointment for a specific date and time
- ☐ Provide instructions on what the caller should do upon arrival
- ☐ Ask the caller to let you know if anything changes on the appointment



PURSUE

- ☐ Confirm the best call back number for the caller
- ☐ Set expectations for the return call
- ☐ If no appointment is set, ask for permission to call the caller back if his or her needs can be met at a later date