

ARE YOU CRISP?

CRISP is a simple but effective philosophy Car Wars created that includes all the essential elements of a successful phone regimen.



C

Connect

Get your callers connected with a qualified agent. Make picking up the phone a priority and never leave a caller stranded.

RI

Request & Invite

Request the appointment on every call and Invite the caller into the dealership for a test drive.

S

Set

Agree to a specific date and time and confirm with a reminder.

P

Pursue

Reach out to established customers and new leads, rescue stranded calls and save missed appointment opportunities.

**BE CRISP AND START OWNING
THE PHONE TODAY!**

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