

Phone Pop Training

- a. Before anyone take a phone pop, make sure they know that there is a process and a goal.
- b. There should be training that includes role playing. There should be different scenarios that we should put the employee through, so they are better prepared to handle the situations as they arise.
- c. The training should be continuous that includes future role playing and listening to calls (of their own and other employees) so they can learn from past calls
- d. Make sure that the “Goals of A Parts Phone Pop” are posted by every phone.

GOALS OF A PARTS PHONE POP

1. Make your customer feel good about calling by using enthusiasm and professionalism.
2. Record the info of the call on a log.
 - Name/number/email
 - Part info (description, part number VIN, year make model, price quoted)
3. Set up a follow up call and/or email.
4. Enter customer info into a CRM