

Current situation:

When an inquiry about a vehicle comes in we discuss price and if it is available.

Objective:

Handle vehicle inquires by directing the conversation away from price and towards the appointment and set expectations for the buying experience. Take the opportunity to lay out how we are ready to serve them and what we do to make the buying experience as easy as possible.

Plan:

Use an outline based off the 10 steps to assist the sales staff in handling incoming calls:

When returning the clients request do not talk about price as the client almost certainly knows the price as it is on the website where they submitted the lead. Offer them 2 choices to for appointment, if timing is right maybe make an offer for later today or tomorrow "looking at my schedule I have some time this evening or would tomorrow afternoon work better for you? Then move on to the actual time they will arrive.

Then offer that you would like to confirm the appointment via email, this way you get their email and you can provide your information with the confirmation.

Ask if they know how to get to the dealership, if not get where they will be travelling from and include directions on how to get the dealership from google maps.

Get their cell phone number and ask them to text you when they arrive so you can go meet them in the parking lot and they will not need to look for you.

Now it's time to close out the call and go over everything you will have prepared before they arrive.

Repeat the time and day let them know you have set out an hour to work with them and that the car they are interested in will be ready, washed, gassed and either warmed up or AC running depending on the time of year. Also let them know you will have the used car Manager Chris (be sure to call him by name as this will make them more comfortable when meeting him) on hand who will appraise their trade in while on the test drive. This will ensure the best use of the client's time!

Finally ask them to call you on your cell phone when they are leaving and then text when they arrive and reaffirm you will come meet them in the parking lot.

We will hold a meeting with the staff to introduce the plan and do some role playing. Then the manager will work one on one for some actual leads to assist and custom tailor the plan to each salesperson if changes are needed.

Then over the next 3 weeks the manager will listen to the outbound calls to see if the word tracks are being used and follow up with staff as needed to see if they feel

the outline is working. At the Saturday morning meetings the sales manager will hand out cash spiffs to every salesperson who followed the outline. For future development I am getting online training for the staff from edealer and proactive with in dealership training likely happening in December or January.

Involved will be the GSM, Sales manager and Used car Manager. The calls will be reviewed daily and the meetings weekly.