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N321 #5

Appointment No Show Process

1 Phone call: home, work, cell and text message

- **Know where you stand**
- **Customer service driven**
- **Respect and value their time**
- **Increase obligation to reschedule and show on time**

2 Voicemail

- **Remind prospect of your name**
- **Let prospect know you are prepared for their visit**
- **Goal is to get a call back and a rescheduled meeting**
- **Avoid coming across as abrasive or disgruntled**

3. Send Email

- **Professional**
- **Puts your name back in front of the prospect**
- **Increase odds of quick response**
- **Encourage phone conversation**

4. Schedule another phone call for 1-3 hours

- **Expand your chances of a rescheduled appointment**
- **Be sure the 2nd call occurs**
- **Have a Manager, Floor Partner call, or BDC call**
- **Get them to dealership**

5. Schedule follow up phone call for: Tomorrow, Day 3, 5 and 7

- **If no contact made, try again tomorrow**
- **Continue making follow ups**
- **Need to confirm this is a buyer**
- **Reschedule appointment**

● ***Follow up is a role in customer service***