



ACADEMY

WEEK 4 KEY TAKEAWAYS

What is the end game of the Phone Call?

Curbside?
appointment?
buy from home?
by phone?

Market domination

1. Introduction
2. Value in you & car buying experience
3. Review vehicle
4. Tie second person to appointment
5. Set appointment

Lease for volume.

Shorten trade cycle

Shorter terms.

Short/truncate insurance terms — less exposure in later years of term



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