

WAYS TO IMPROVE CUSTOMER SERVICE

Informative

Knowledgeable

Train on how to handle sales calls

- Friendly
- Personable
- Communicate effectively
- Listen to needs

Answer phone with "Thank you for calling (Name of Dealership), this is _____, how can I help you?"

Obtaining customer's information

- Phone number
- Email

Help customer get information without VIN # or guiding them where VIN is

Looking up customer information from previous sale

Asking right questions

Asking for the sale

- Can I put the part on hold for you?
- How will you be paying for it?

Training customers on how to use our website to find parts

- Brochure or pamphlet

Basic Courtesy when handling customer calls