

ACTION PLAN

What will you do differently as a result of what you learned in this section?

Outbound Calls - Scripts or No Scripts

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

It can make us different, Not a normal sales call. we don't want to sound like all the other dealerships

What obstacles might you encounter and how can you overcome them?

ASM might not allow the change.
Show him the benefits of a different call
may have to demo it personally to show outcome

Identify your first few steps and the people who can help you with them.

Listen to the current calls → Show Jons demo →
critique the calls → let them see the difference

Write New Process
BDC Manager / BDR's can all help.

Start Date:

Completion Date: