

Lexus Of Silver Spring

Action plan

Trevor Warwick

Nada - 328

Bell Calls

Measurable: Eleads - General Manager

Goals: Increase Appointments / Increase Logged prospects / Increased Information on caller

Managers:

Step 1. Training on how to take the phone call.

Step 2. Logging prospect.

Step 3. Confirming Appointments

Step 4. Tracking Sales

We have the operator take the phone call and page the Bell calls out to the sales floor. The goal is to make sure we log the information with the front desk after completion of the bell call. We are reviewing the operators log vs Eleads every hour. We would like to get two phone numbers and an email logged into Eleads.