

Think Your Dealership Answers Incoming Calls the Right Way???



Find out if you “Pass” or “Fail” by taking this quick and easy True - False test!

- 1) A customer calls about a used vehicle they saw on your website. Your salesperson tells the customer: *“Give me your name and number, I’ll go touch the car, and I’ll call you back with all the details in five minutes.”* The customer gives a name and number, then hangs up.

Your salesperson has done a good job on this call: TRUE or FALSE

- 2) A customer says they’re shopping for the best price on a new (*model*). When they ask what the current interest rates are, your salesperson says: *“That depends on your credit.”*

Your salesperson just gave one of the worst possible answers: TRUE or FALSE

- 3) A customer calls your service department and asks how much for a front brake job. Your service advisor pulls the price from your computer menu and says: *“A front brake job is \$(your actual price). When would you like to bring the car in?”*

Your advisor will probably book this brake job: TRUE or FALSE

- 4) A retail customer asks for the price of an alternator for an out-of-warranty vehicle. Your parts person says: *“It’s \$438.14, I don’t have it in stock but I can order it.”*

The likelihood the customer will buy your part is less than 8%: TRUE or FALSE

- 5) Your receptionist answers the incoming calls:
“It’s a wonderful day at (dealership), how may I help you today?”

This greeting will lead to more business and improved CSI: TRUE or FALSE

**To find out the answers to these five questions,
flip the page!**

- 1) **FALSE.** This salesperson failed miserably, because he or she never **invited the customer to the dealership for a test drive.** The old school days of “*Give me your name and number*” – are over. This customer is already on the phone to other dealerships by the time the salesperson calls back. A proper response could have been: “*That’s one of the nicest and cleanest used cars I’ve seen in a long time. When would be a good time to come down for a free, no obligation test drive...tonight or tomorrow?*”
- 2) **TRUE.** Telling a customer their interest rate “depends on their credit” is akin to playing Russian roulette over the phone. Most customers today already know their credit status (if not their FICO score). If it’s bad, the salesperson just told the customer they called the wrong dealership. If it’s good, customers say: “I’ve got perfect credit, what’s your best rate?” A proper response could have been: “*I personally don’t handle the financing, but we have a special office that does, and they shop all the major lenders to get our customers some of the best rates out there. By the way, have you already driven the (model)?*”
- 3) **FALSE.** Your dealership is almost certainly higher than the independent shops on brake jobs. Simply quoting a price is order taking, and **costs dealers thousands of dollars each month on customer pay labor.** A proper response could have been: “*What we recommend is for you to bring in your vehicle for a free (or low cost) brake inspection. From there, the technician can advise what work, if any, needs to be done.*” If any price still needs to be quoted, the advisor should say: “*A front brake job starts at \$XX.xx for pads and labor, and the price may go up from there depending on the inspection. And by the way, that’s using factory trained technicians and genuine (manufacturer) parts that are designed and engineered for your car.*” *When would you like to bring the car in?*”
- 4) **TRUE.** The aftermarket parts stores charge **less than half** of what you charge for an alternator, and many even offer “lifetime” warranties. Further, retail customers tend to over evaluate their ability to properly install mechanical parts. Your parts person could have said: “*Have you already had that diagnosed by an authorized dealership to confirm it’s the alternator and not something more simple? Since this is a non-returnable electrical part, let me offer to transfer you to our service department offer a low cost diagnosis first.*”
- 5) **FALSE.** This greeting may sound pleasant, but it invites the customers to unload their life stories on the switchboard...which prevents them from answering your other incoming calls. Receptionists should answer something close to: “***Thank you for calling (dealership), where may I direct your call?***” With the switchboard unpredictably busy, receptionists do not have time to personally help each caller, but can quickly direct them to someone who can.

How did you score? With a tougher marketplace forecast for 2008, anything less than five correct answers is costing your dealership big dollars in lost profits.

To learn more about our telephone skills training seminars, call us at



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