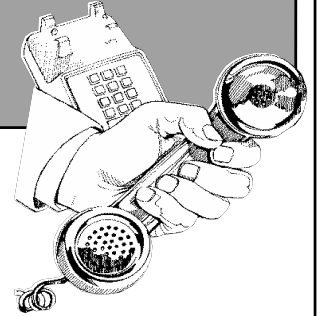


SHOP THE ENTIRE DEALERSHIP BY TELEPHONE



Find out
WHO IS and WHO'S NOT
getting names, phone numbers
and appointments



How It Works

Our experienced shoppers will call your dealership and ask the same questions your customers do every day. The benefit is that after we've shopped various departments in your dealership, **we send the actual CDs of the conversations to you.** You'll hear both sides of the conversations, which provides the truest evaluation of how your people handle incoming calls in Sales, Service and Parts.

Why Dealers Re-Shop

Whether you're shopping the dealership for the tenth time or the hundredth time, the CDs always show who is and who isn't handling customer calls the way they have been trained. Consistency in telephone shopping makes people do things one way every time.

The Benefits

Since so many customers shop your competition, it's vital to know what areas need attention to ensure that a call to your store is the last call they make. Many dealers will Fax us copies of the advertising to see if their people are asking for names, phone numbers, appointments and giving a reason to come to the store.

Produces Results

When your people hear themselves on CD, it's an instant wake-up call. Even with constant training, people just don't change their behavior without the feedback to correct their mistakes. Managers use the CDs as a training tool to maximize profits.

\$498⁰⁰ Includes 14 Complete Surveys

\$598⁰⁰ Includes 19 Complete Surveys

\$698⁰⁰ Includes 25 Complete Surveys

\$798⁰⁰ Includes 31 Complete Surveys

\$898⁰⁰ Includes 37 Complete Surveys

\$998⁰⁰ Includes 42 Complete Surveys



FAX (805) 778-0203

Sept 06

299 West Hillcrest Drive #116, Thousand Oaks, CA 91360

(800) 746-6376

OR (805) 778-0200

SHOCKING FACTS INCOMING CALLS

These findings are based on our company shopping over 9,000 dealerships Nationwide in the last 21 years



SALES

- 84% quote discounts, payments, or price on trades.
- 71% of salespeople do not ask for an appointment.
- 66% of salespeople do not ask the customers for a phone number.
- 68% tell the customer to sell their own trade privately.
- 42% do not ask the customer's name.
- 76% do not know how to handle internet and price grinder calls.

SERVICE

- 95% quote higher prices than independent shops, giving the customer an incentive to take the vehicle somewhere else.
- 86% try to diagnose the customer's problem on the phone.
- 57% of all Service Advisors do not ask the customer for an appointment.
- 41% do not follow the dealerships C.S.I. policies.
- 81% give out mechanical repair prices before they know what's really wrong.
- 38% of operators keep customers on hold too long causing hang ups.

PARTS

- 34% answer, "Parts - hold."
- 98% do not ask for the sale in both retail and wholesale.
- 46% keep the customer on hold for long periods of time.
- 53% rush the customer off the phone.
- 63% do not answer the phone within six rings.

WORLDWIDE PHONE POPS

299 W. Hillcrest Drive, Suite 116
Thousand Oaks, CA 91360

1-800-746-6376

or (805) 778-0200