

STOP! DON'T TAKE THAT CALL!

Learn if YOUR dealership would do better by NOT taking phone ups

by DrJohn Mlinarcik

With today's focus on technology, we have overlooked one of the most valuable tools available in every dealership across the globe – the simple, lonely phone call. 76% of all automobile sales start with a phone call. Further, 80% of callers purchase a vehicle within 3 to 5 days of calling, while 90% buy within 10 days. Therefore, today's caller is a 4 times more qualified buyer than the showroom up.

Take into account that 86% of callers purchase a vehicle OTHER than what they call in on. It turns out that it's the call handler's worst case scenario to actually HAVE the vehicle the prospect is calling on – because he is usually likely to talk about that product (versus quality the customer) – wherein the typically caller will find at least one objection in the details to use as an excuse not to come in or to even set an appointment to see the vehicle.

The more information the prospect receives about the vehicle (or the more the sales person talks) – the less likely the prospect will make and keep an appointment. The average range of a successful sales call is between 3½ to 4½ minutes long.

Of further irony, some of the best sales consultants on the showroom are the least most successful on the phone. When we assess the reasons for this, in person, the exceptional sales consultants instinctively use the universal five behavioral queues:

WORDS
TONES
GESTURES
POSTURE
FACIAL EXPRESSIONS

However on the phone, they only have WORDS and TONES. Therefore, they loose 60% of what makes them great on the showroom – the intuitive people reading skills of GESTURES, POSTUERE and FACIAL EXPRESSIONS. To make up for this, they over compensate by excessively using WORDS – thus talking too much and not taking control by forgetting to ask questions and qualifying the prospect in the simplest of way: "I'll be happy to check on that for you – now is that the style of vehicle you're looking for or the nicest vehicle in that price range?"

By listening to many of the 6,000,000 recorded calls we receive per month, we have established clear and decisive patterns of call handlers who set appointment and those who tend to set them inadvertently for other dealerships.

Learn more about how the results of our research and how to use this information immediately back in the dealership – but you may want to wait until you get back home to implement these tools – because it may be too painful to call back home to tell them about it!

Some of the "take-aways" will include:

1. Discover the seven successful steps to an in-bound sales call
2. Realize how to answer the phone to set appointments 3 to 4 times the national average
3. Learn how to increase the appointments made to show ratio by 2 to 3 times the national average

4. Hear how to increase the closing ratio by 4 to 6 times the national average
5. Since nearly 86% of callers buy something other than what they call in on, take a lesson in what to say and NOT to say to willingly gain an appointment & contact information from the prospect
6. Find out how to take control of the call without being controlling
7. Experience the keys to making out-bound calls (follow up; prospect; owner base; orphan owners)
 8. Hear actual customer/dealership calls that demonstrate what to do and what not to do with callers

We invite you to contact us to conduct an objective Snapshot of your individual call handlers and reveal how they stack up against other dealerships across the country – and see if you should stop taking calls (or train others to do so)!