



# CONNECT

## CRISP PHONE SKILLS

Connecting your calls is the first step toward bringing in new, valuable customers into the dealership. But statistics show that 39% of calls into dealerships aren't answered by a qualified employee.

### MAN THE PHONES

The road to improvement simply starts when you properly staff your BDC or sales team. That way, there's always someone available to pick up the phone. But even when you have enough people, conflicting schedules or a lack of process can cause calls to slip through the cracks. In order to ensure every call is answered, rotate your agents' lunch and break times so someone is always at the front desk.

### QUALITY OF CONVERSATION

Your number 1 focus in boosting your connection rates? Making sure those callers reach someone who is qualified to help them. An answered call is not considered "connected" if the caller never gets a hold of someone who can address his or her needs.

### WARM TRANSFER

If your agents get a call they're not qualified to handle, have them practice transferring the call to the manager. Have him or her say, "I would love to transfer you to our manager who can properly address all of your questions. Give me one second and I'll make sure they are available." As soon as your agent returns to the phone call, he or she should say, "Thanks for being so patient, Martha our manager will be able to assist you from here. Have a great day!"

### PHONE BRIDGE

Another way to boost connectivity rates is to use a phone menu. This helps route calls to the correct person before anyone even answers the phone: "press 1 for sales, 2 for service, 3 for parts, or 0 for the operator."



### HOW TO GET STARTED TODAY:



Keep your phone continually staffed.



Make answering the phone a priority and avoid letting it ring more than 3 times. Above all else, avoid sending callers to voicemail! 52% of customers won't call back if their initial call went unanswered.



If your front office is too busy for a call, pick up the phone regardless and promise the prospect a return call as soon as possible.

Don't make it hard for your prospects to reach you. Make yourself available, pick up the phone and get the caller taken care of above all else.