



Dealer Retention SERVICES

INBOUND CALL STANDARDS

01

AGENT IDENTIFIED

IDENTIFY YOUR DEALERSHIP NAME,
YOUR NAME AND POLITLY ASK HOW
YOU CAN ASSIST THEM.

02

MISSED CALLS

AVOID MISSED EACH CALL MUST BE
PICKED UP NO LATER THAN 2
RINGS.

03

OBTAIN CALLER INFO 110%

ALWAYS ASK FOR FIRST NAME, LIST
NAME, PHONE NUMBER & EMAIL
ADDRESS.

04

HONOR CALL BACK PROMISE

CALL BACK CUSTOMER WITHIN 30
MINUTES TO FOLLOW UP AND ADDRESS
CONCERN.

05

SET APPOINTMENT

ATTEMPT TO SET EVERY APPOINTMENT.
OFFER TWO OPTIONS. IF APPOINTMENT
NOT SET, HAVE SUPERVISOR CALL
THEM BACK.

06

BUILD RAPPORT

FIND COMMON GROUND. MAKE
THEM FEEL LIKE THEY ARE TALKING
TO A FRIEND. BREAK THE ICE.



(844) 303-4884



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www.dealerretentionservices.com