

Fix the Phone: Phone Process and the Financial Statement



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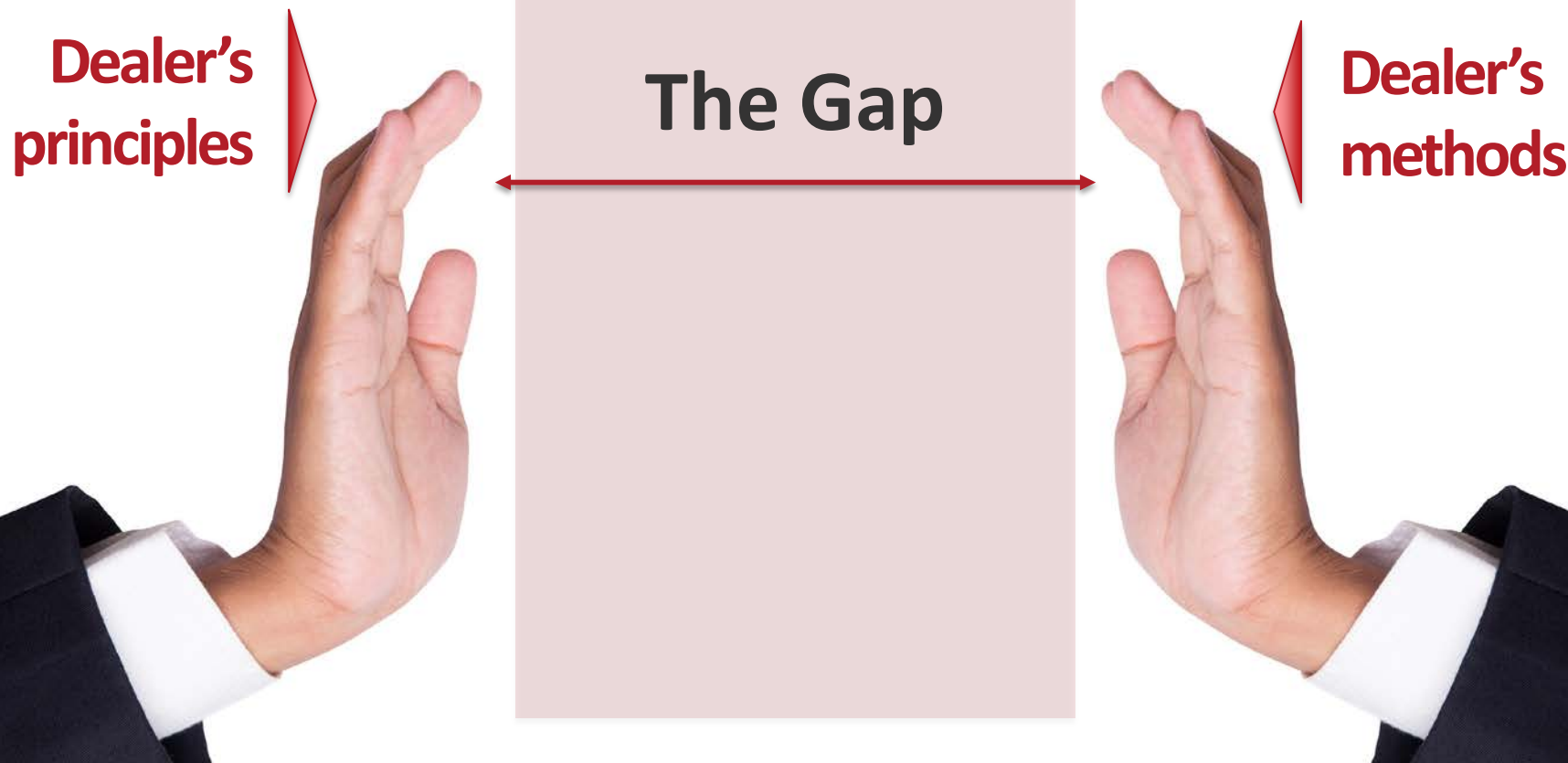
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The Alignment of Your Principles and Your Methods



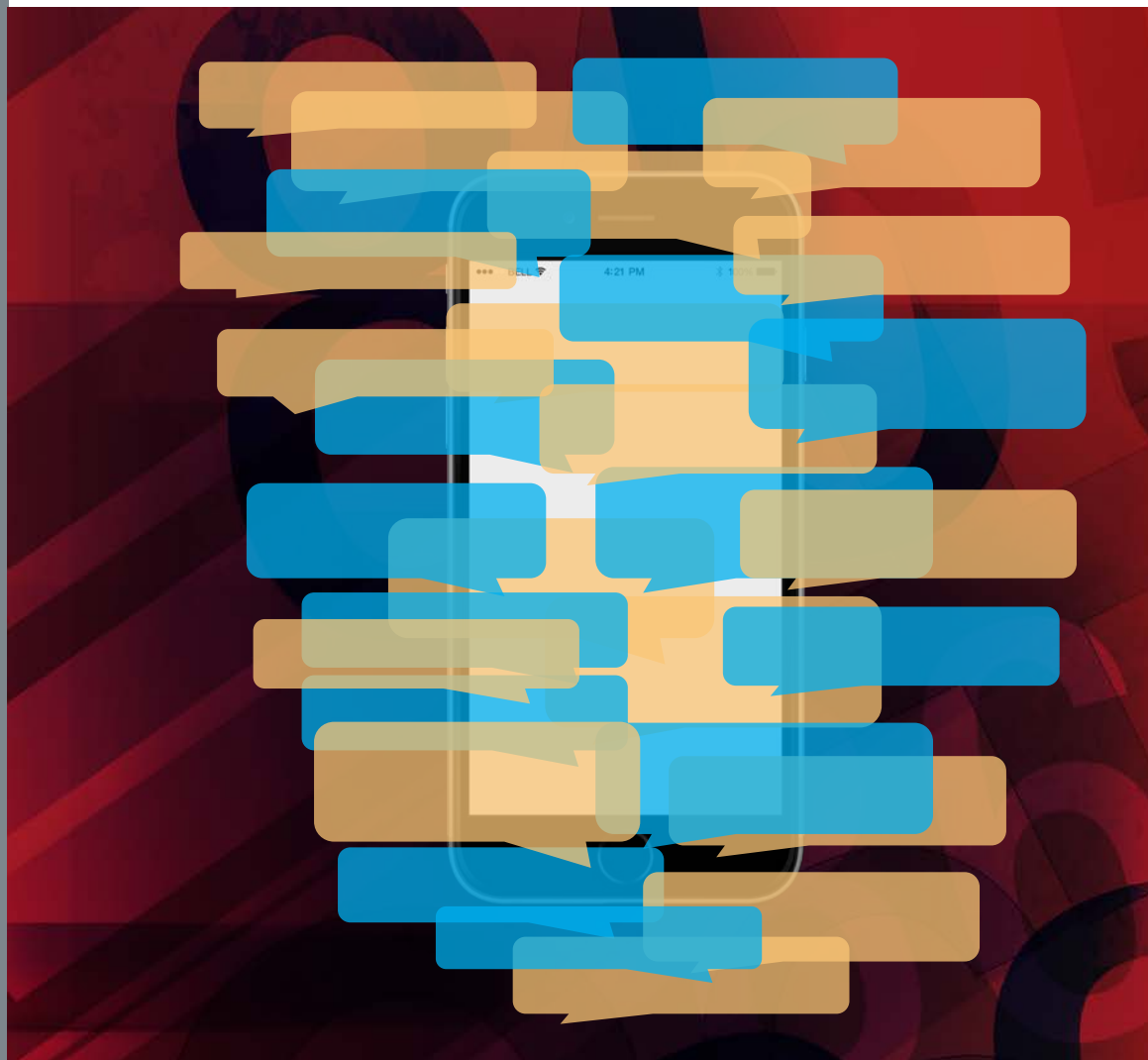
Do Your Methods Support Your Principles?



The telephone process is a “blind spot,” and often left out of the measurement...



The Obsession with the Smartphone

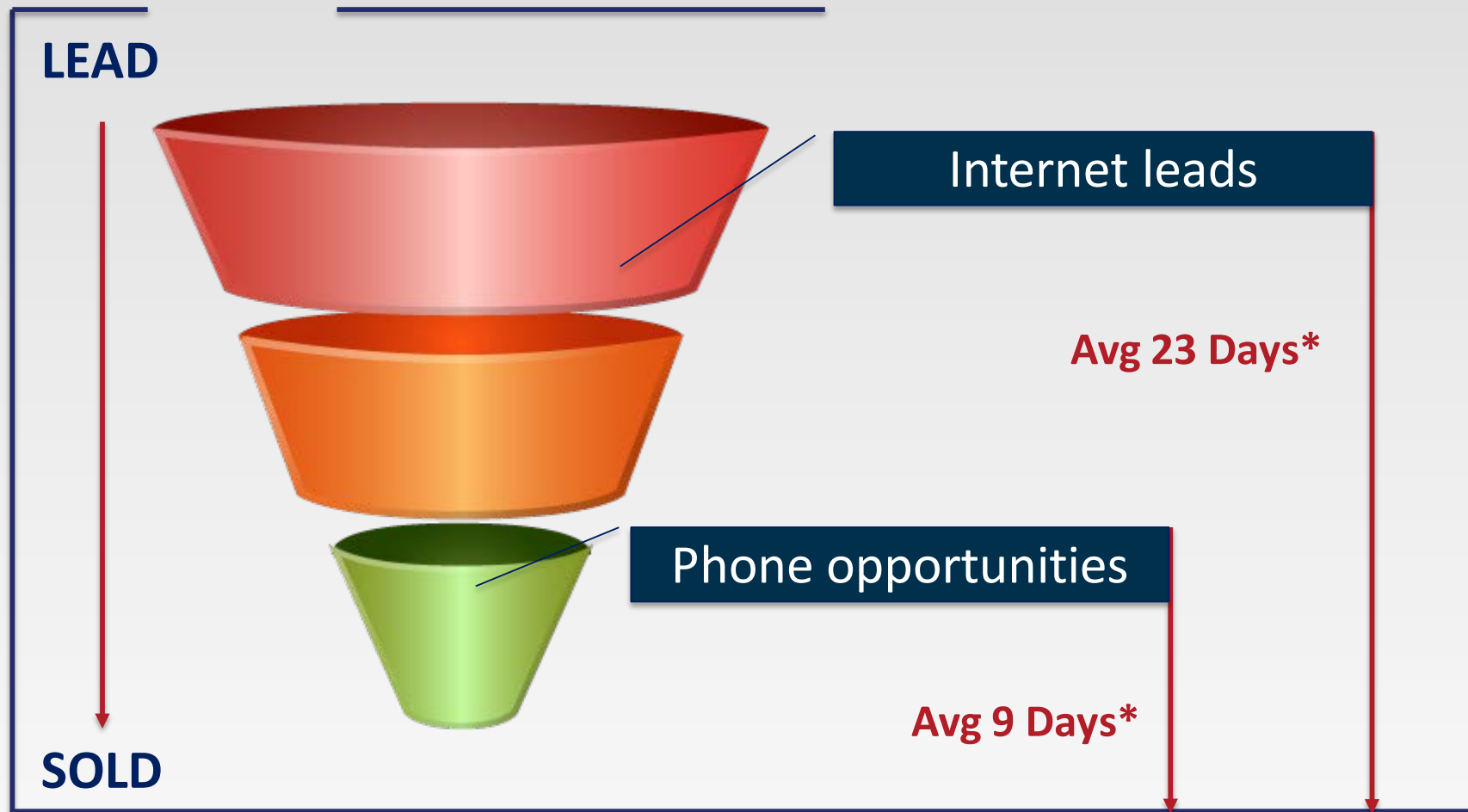


LMAO. ROTFL. BRB. IMHO. LOL. STBY.



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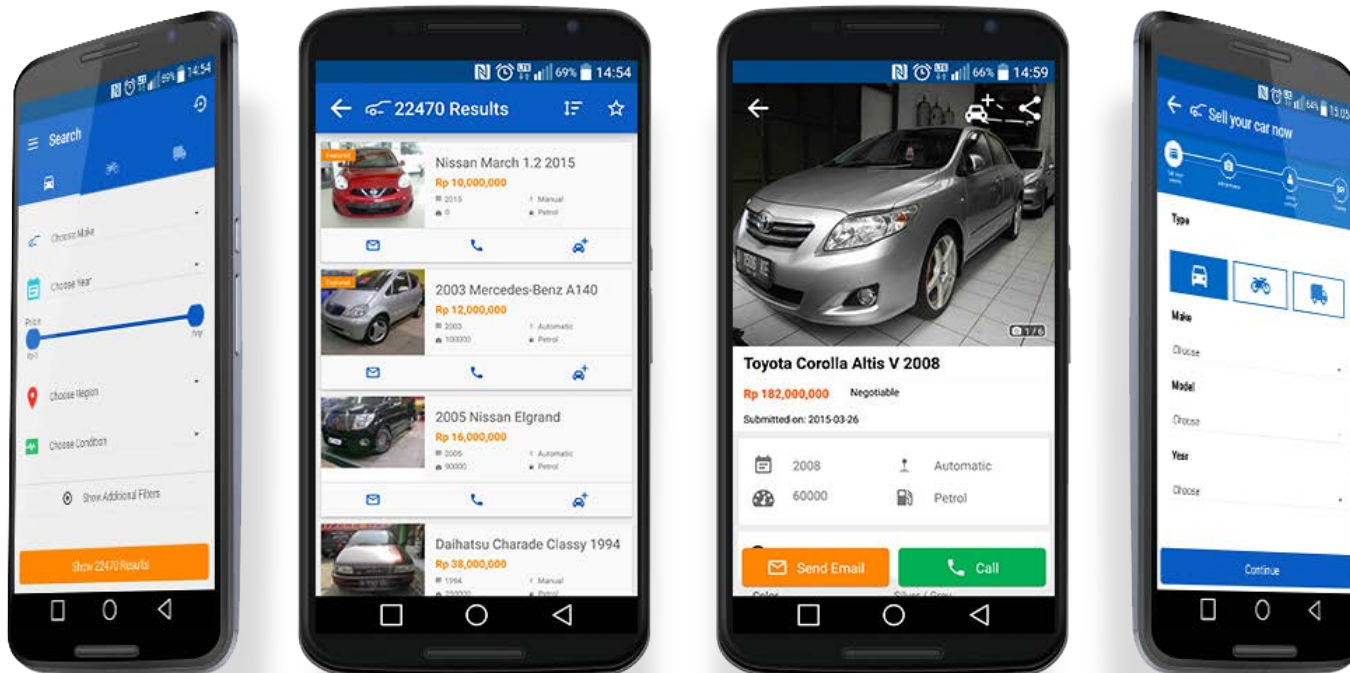
The Funnel



*derived from DealerSocket.com

Smartphones Changed the Rules...Again!

Customers call **7** dealerships, but only visit **2**



2 Million Call Report

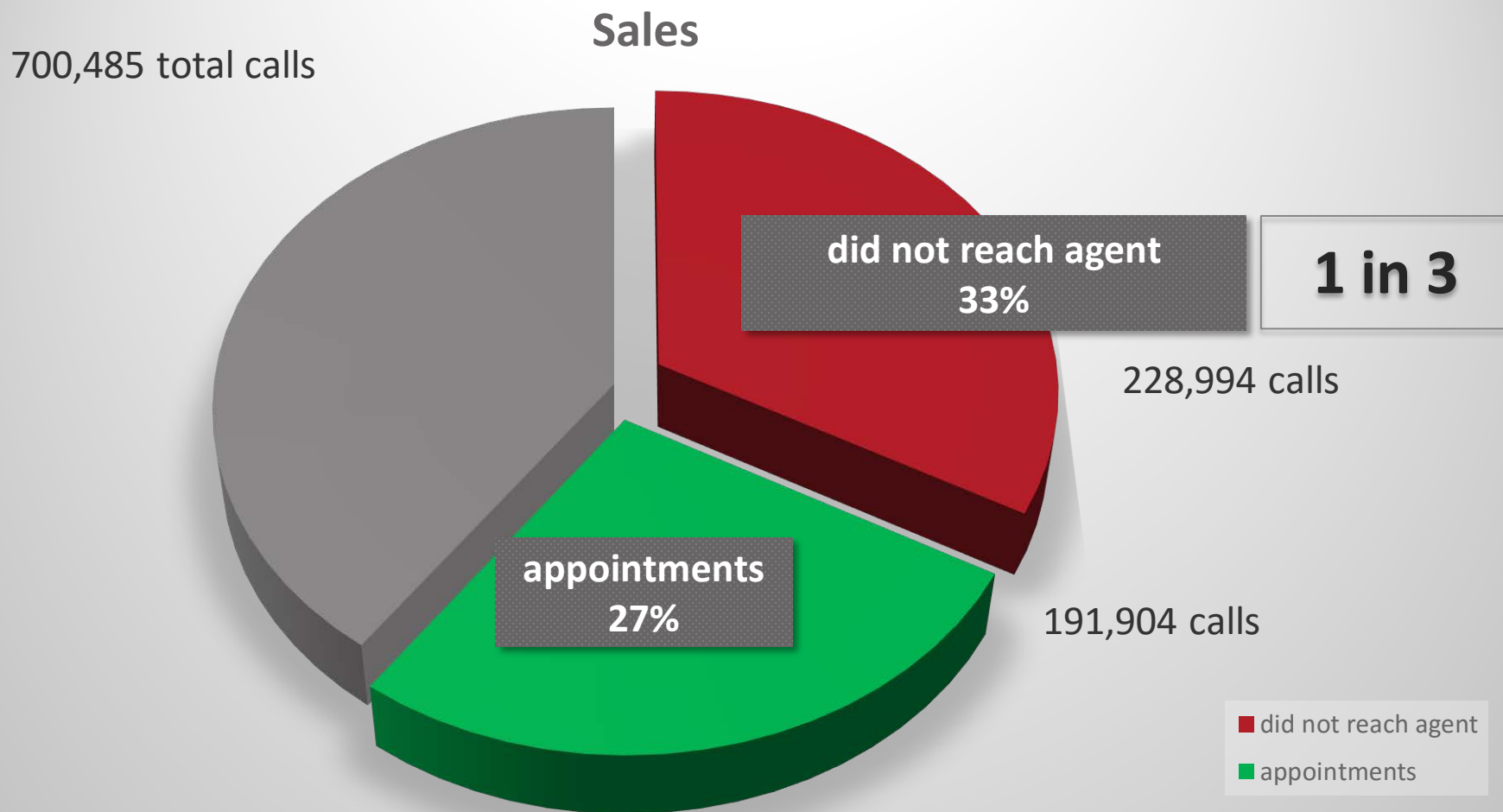
Benchmarking Study from 2 Million Calls



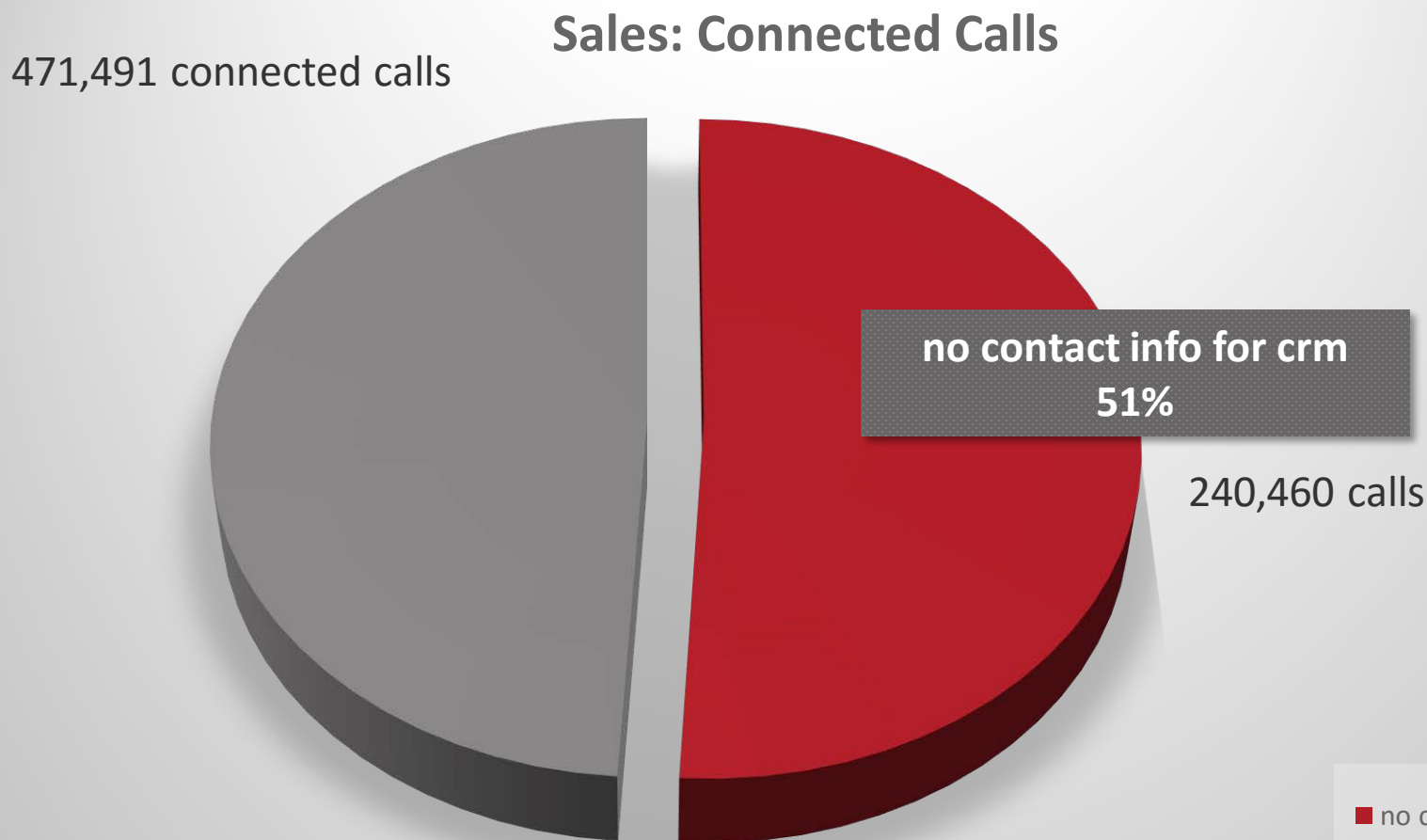
2 Million Call Report

After listening to millions of calls, we know what works

2 Million Call Report | Sales Calls

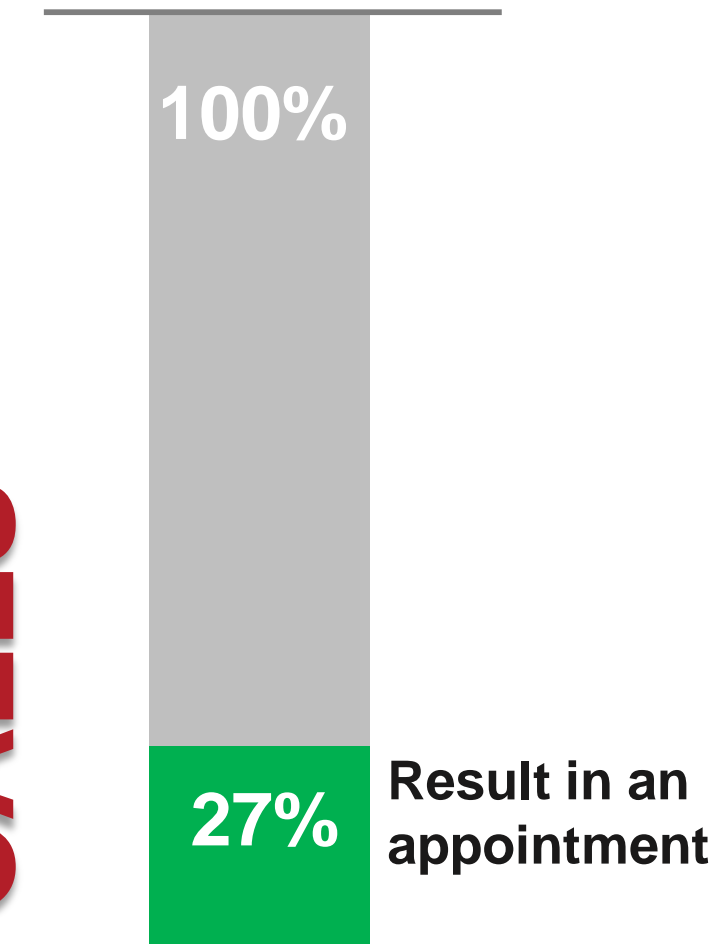


2 Million Call Report | Sales Calls: Connected Calls

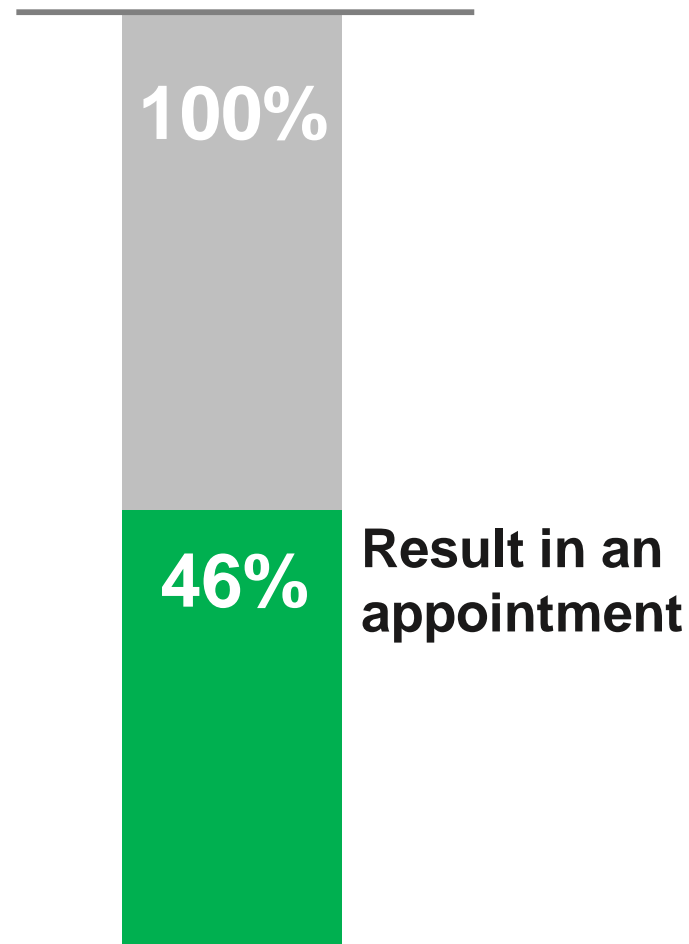


SALES CALLS

ALL ATTEMPTED CALLS



CONNECTED CALLS



You're Spending About \$350 Per Car Sold



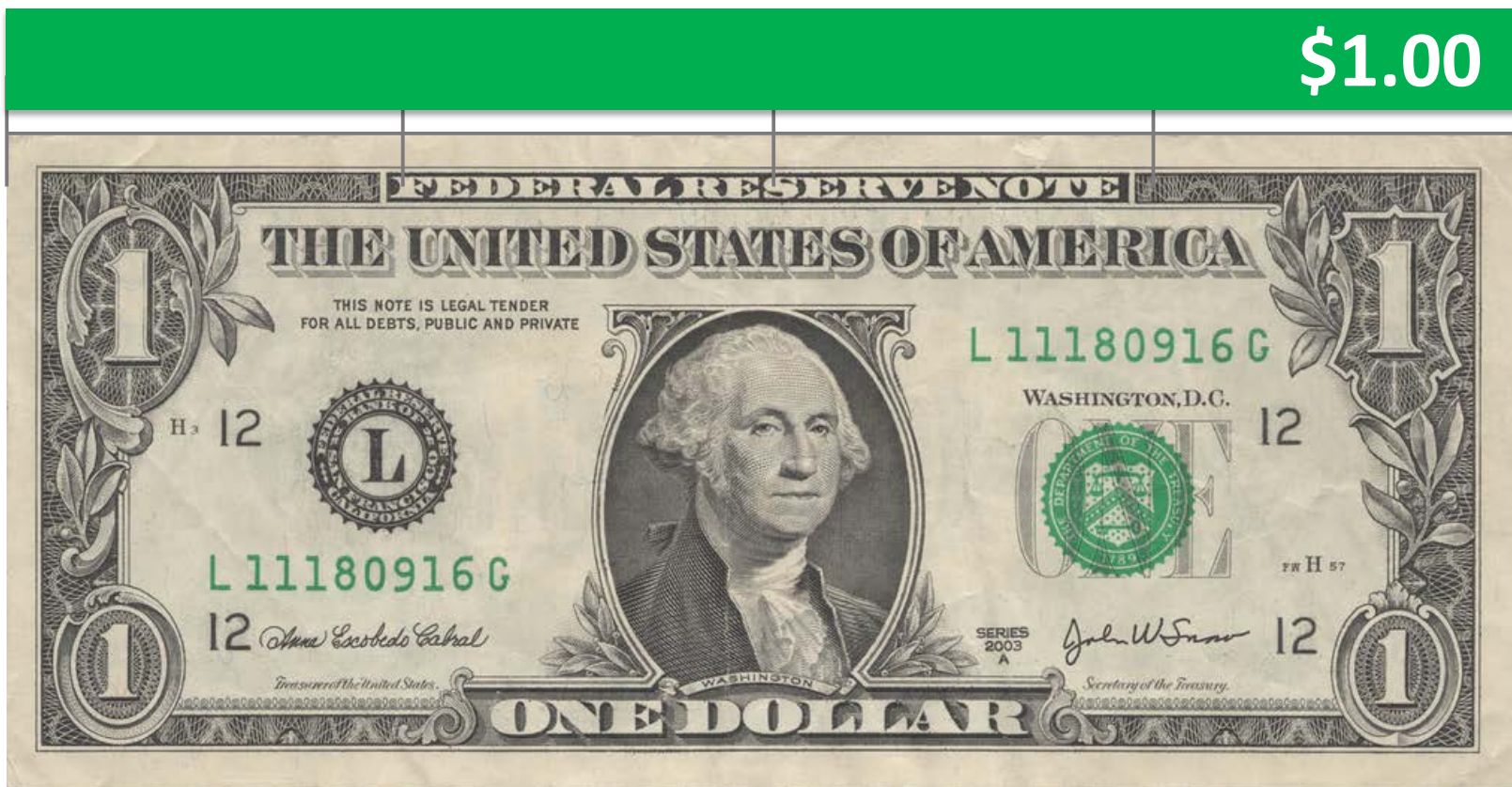
TO MAKE THE PHONE RING!

Can't Do the Deal?



Impact on Advertising Budget

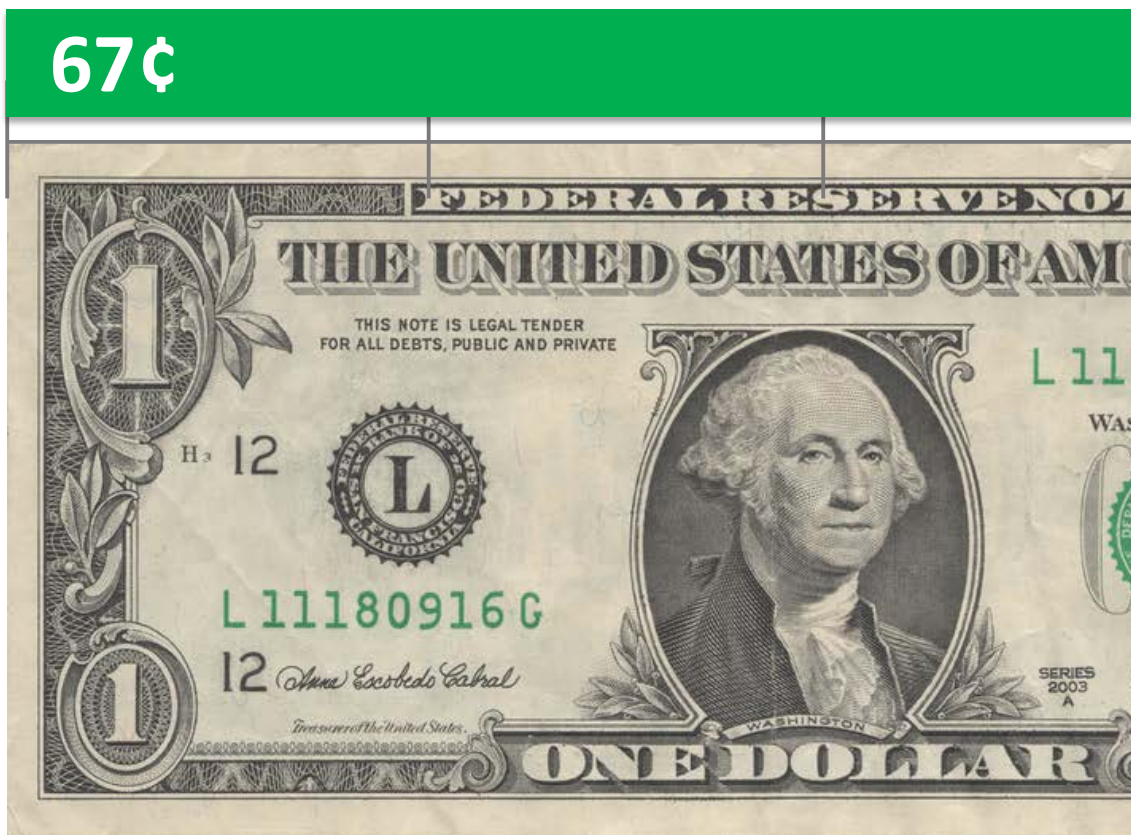
\$1.00



Impact on Advertising Budget

33% of unanswered calls

67¢



33¢

Impact on Advertising Budget

51% of connected calls without contact info for CRM

33¢



67¢

Don't Blame Your CRM...

...**51%** not earned, asked, and received...



Don't Blame Your CRM...

...**30%** of the unsold leads in
your CRM purchase a vehicle...



Don't Blame Your CRM...

...8 in 10 calls aren't properly entered in CRM...



2 Million Call Report | Department Review

Department Review – Sales

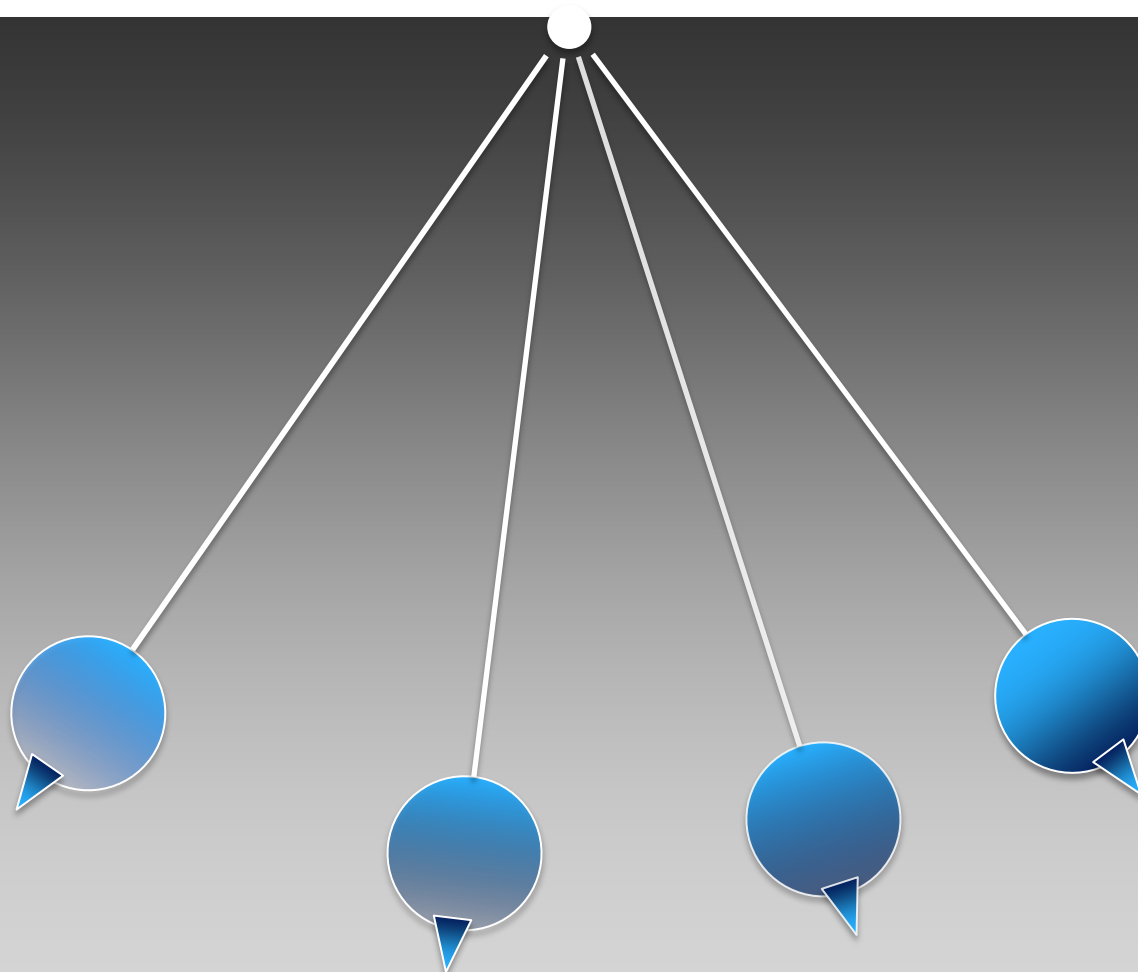
249,017
49%

257,553
51%

Customer information
NOT obtained

Customer information
obtained

The Service Customer's Experience...



Sales



Fixed Ops

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Shrinking Margins? Focus on Fixed Ops Revenue



New car sales



The Caller's Journey in Service has Equal Impact to their Experience

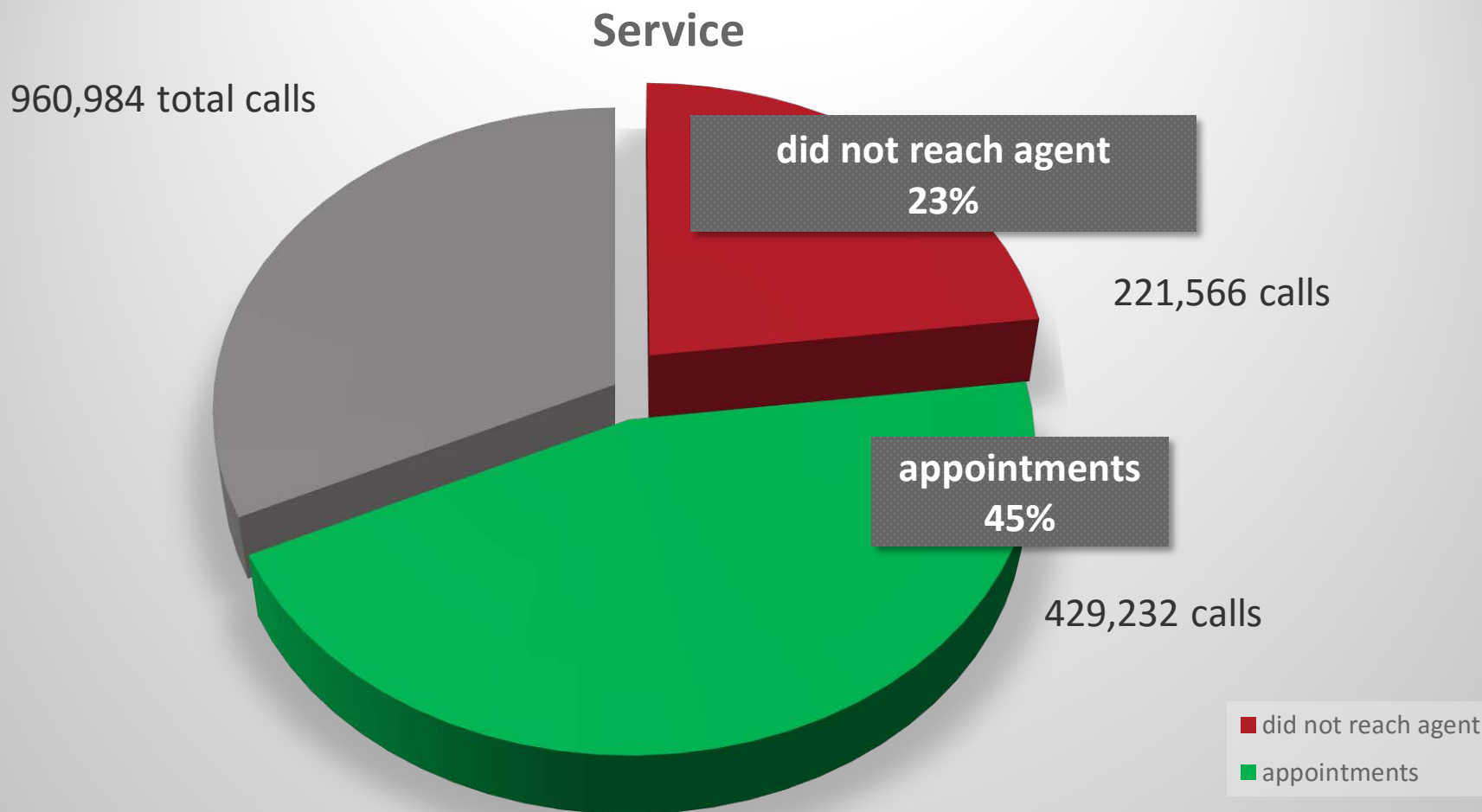
20 CALLS TO SERVICE

RETAINED CUSTOMER

Service

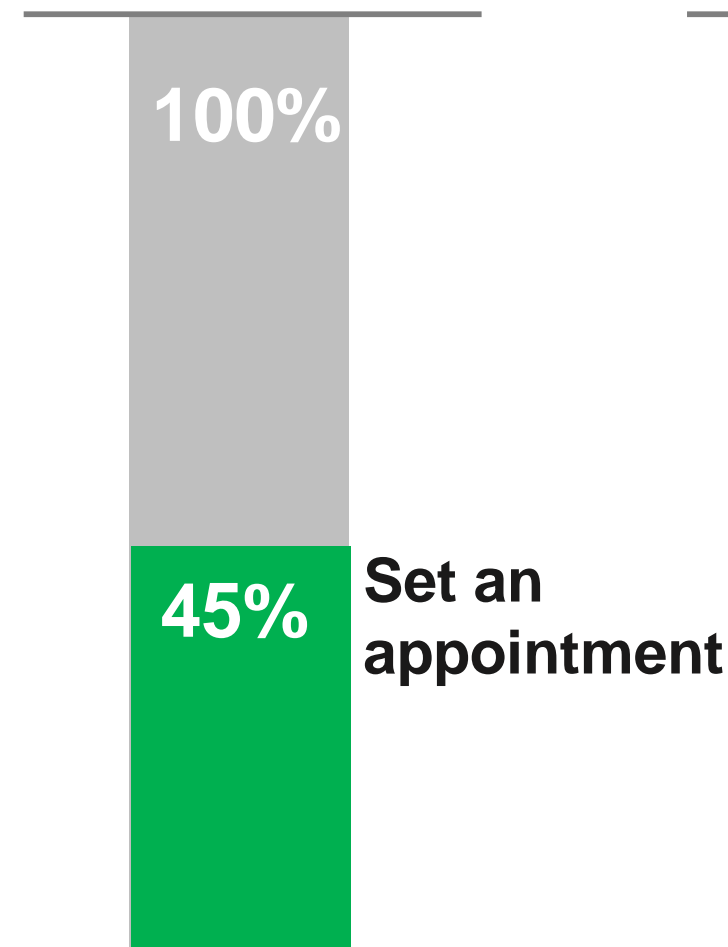
1 CALL TO SALES

2 Million Call Report | Service Calls

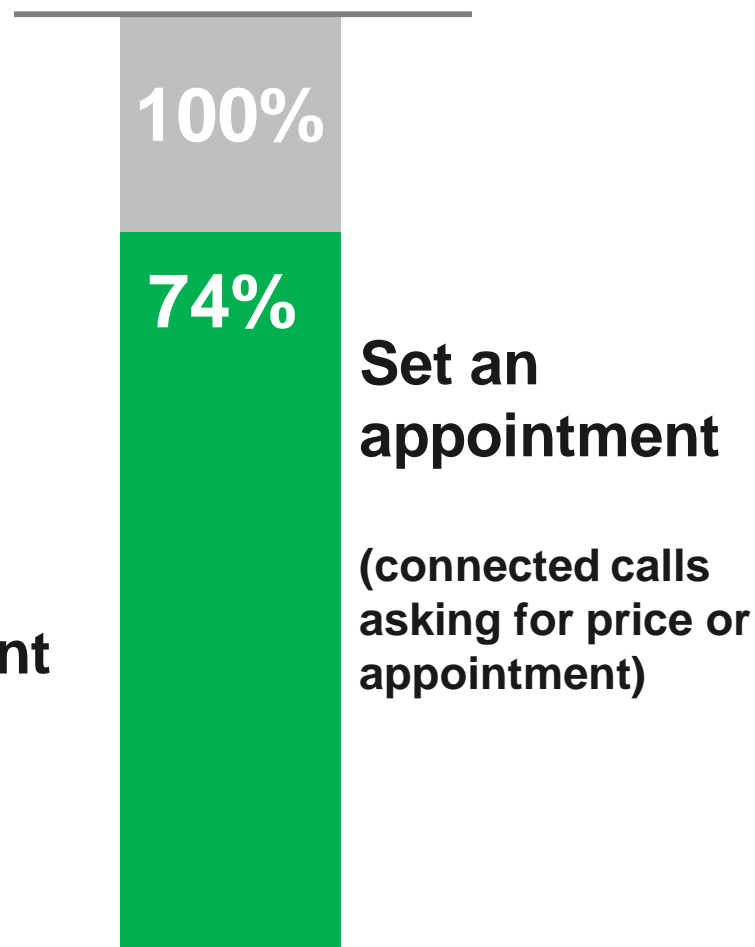


SERVICE CALLS

CALLERS ASKING FOR FIXED OPS



CONNECTED CALLS TO FIXED OPS



The Caller's Journey...



...is so much more than a sales and service appointment opportunity!

Post-Sale/Pre-Survey



POST-SALE TRAUMA



PRE-SURVEY TRAUMA

Free Oil Change?

Audio



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Your callers tell you every day what they want, all you have to do is listen to your *customer's voice*.



Questions?

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