



# Managing the Modern Lead

## A Manager's Guide to Inspect What You Expect



### Inspect — Receptionist

- Listen to the first 30 seconds of 2–3 calls per week
- Listen for “smile on their face”
- Listen for warm transfer
- Train / Coach

#### Review: The Warm Transfer



### Inspect — Form Lead

- Assign dedicated staff to handle leads
- Look for quality over speed
- Review the “raw” lead in CRM
- Review email subject lines
- Train / Coach

#### Email Subject Lines

Average Performers	Top Performers
Finding a vehicle that fits your needs	Reply to your New Fusion Request from Hometown Ford
Hello Mr. Castro	Hometown Ford — Your Purchase Quote
Greetings from Hometown Ford	Pricing on your 2016 Ford Fusion
I am here to help	Your Price Quote from Hometown Ford



### Inspect — Phone Lead

- Listen to calls weekly and review as part of your Sales and Service meetings
- Listen for Name, Number and Appointment
- Listen to calls less than 2 minutes in length
- Train / Coach

#### Leading Practices

Average Performers	Top Performers
No meet and greet	Verbal handshake
Don't ask for contact info or rely on caller ID	Ask for a phone number or other contact information
“Do you want to come in?”	“When would you like to come down to drive / see one?”
“When you come in, ask for me.”	“We can always set a tentative time that we can change if necessary.”



### Managers & Dealers — Inspect What You Expect

- Monitor customer activity on the floor, web and phone
- Manager has authority to overcome objections & set appointments
- Listen to calls
- Monthly review of calls / emails with the staff
- Daily review of your appointment board
- Train / Coach



# OWN THE PHONES WIN THE SALE

## Is Your Dealership Team Ready To Answer The Call?

If poor phone handling is costing you sales, it's time to get serious about phone skills. Enroll your Dealership Team in Own the Phones Training from Applied Concepts, at a special Ford price of \$129 per person, per month.

From Management to Receptionists, from Sales to Service and Parts – anyone who answers the phone needs to take this training.

**\$129**  
PER PERSON  
PER MONTH  
SPECIAL FORD PRICE

### We'll Evaluate Your Call Handling For FREE

Think your phone skills are okay? We'll mystery shop your dealership **FOR FREE** and show you where you need immediate improvement. That's just the beginning. Enroll in the training and get:

- 1 Weekly one-on-ones with a Private Practice Trainer
- 2 Weekly progress reports for dealership management
- 3 Monthly grading of recorded calls to measure improvement
- 4 Monthly team meetings to review recorded calls

### Applied Concepts Training: Now That's A Good Call

Applied Concepts is a leader in automotive business phone skills training

Get enrolled and start turning more calls into customers

#### Three Ways To Contact Us

1. Call Matt DeFiglio at **800-393-2277 ext. 270**
2. Email Matt at **mdefiglio@appliedconcepts.com**
3. Go to **<http://appliedconcepts.com/ford>** and submit the FREE mystery shop request form



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