

Following Up With Phone Leads

Follow-ups past the initial inbound call can be tricky, even though they're relatively simple. If you've run the initial call according to the process, you were left with an objection you couldn't overcome. You could be -

- Working on pricing or the prospect is comparing prices
- Working on a trade value or the prospect is comparing trade values
- Working on a credit approval
- Working to overcome a busy schedule
- Working with any number of other stalls or objections the prospect brings up

When you follow up with prospects you want to have a valid reason to call, otherwise you're just annoying to them. Here are a few basic options:

- Schedule update - go over your office hours today and when the vehicle would be available to show, ending with an appointment attempt.
- Availability update - mention what's been recently sold and what's currently available, ending with an appointment attempt.
- Incentive/Pricing update - mention any recent price adjustments or new promotions.

All of these updates can be left on a voicemail in the form of great news. "Mr. Customer it's (your name) with (your dealership), (your phone number), I have some great news for you please give me a call."

You could just "check in:"

- Status update - how are things progressing with your search for a new vehicle? Roll with it an end with an appointment attempt.

You could also work on additional reasons to come in:

- You owe it to yourself: "If you're like most of my customers these days you're doing a ton of research online and you'll only go to one or two dealerships, but the irony is that most of my customers know within just a few minutes whether they like us and like the vehicle - so I feel like you owe it to yourself because you could potentially save yourself a lot of time, by just stopping out for a quick visit. What do you think? Want to pop over right now? Or later today?"
- If they have a trade - "I know you're busy like most of my other customers, but with you having that trade, it's only getting less valuable every day that goes by. And you for sure don't want to make another payment on it before you trade it in. That car will never be worth more than it's worth right now - you think you could head over right now? Or would later today work better?"

What benefits do you provide that are specific to your store? Tell your prospect what they are. "Hey, I was just thinking and I don't think I mentioned to you...."