

THE CALL COACHING SCORECARD

Coach the behaviors inside the call instead of yelling make more calls after the month is gone.

THE LEAK

The Call Coaching Scorecard

A manager cannot coach an adjective. Nice, aggressive, weak, and good are opinions. A scorecard turns a call into visible behaviors the rep can repeat or correct.

What good looks like

- Professional opening
- Permission and agenda
- Customer question answered
- Discovery of motive and timing
- Benefit connected to customer need
- Appointment requested with two times
- Objection clarified
- Contact details confirmed
- Clear recap and next step
- Accurate CRM note

USE THIS LANGUAGE

Coach: "Which moment gave you the best chance to ask for the appointment?"

Coach: "What did the customer say that you did not use?"

Coach: "Say the next question in twelve words or fewer."

Language is a tool, not a costume

Do not memorize these words until they sound dead. Understand the job each line performs. Keep the intent, use your natural voice, and listen to the answer. A script that prevents listening is not a script. It is a hiding place.

FIELD INSPECTION

OK	STANDARD	OWNER
☐	Professional opening	_____
☐	Permission and agenda	_____
☐	Customer question answered	_____
☐	Discovery of motive and timing	_____
☐	Benefit connected to customer need	_____
☐	Appointment requested with two times	_____
☐	Objection clarified	_____
☐	Contact details confirmed	_____
☐	Clear recap and next step	_____
☐	Accurate CRM note	_____

Write the three examples you will inspect

1. _____
2. _____
3. _____

THE SCOREBOARD

- Average score by behavior
- Most common missed behavior
- Improvement after coaching
- Appointment set rate by score band
- Manager coaching completion

The numbers do not coach the team by themselves. They tell the manager where to inspect. Pull the work behind the number, identify the repeatable behavior, and coach that behavior while the example is still fresh.

Your twenty-four-hour move

Score five calls with the same ten standards. Coach the lowest repeated behavior first.

FOUND ONE LEAK

Now find the rest of them

This guide isolates one breakdown. Your CRM, calls, lead handling, handoffs, and manager behavior operate as one system. Fixing the loudest symptom while the next leak stays hidden is how dealerships stay busy without getting better.

Request a free CRM audit at ingraminteractive.com/request-a-diagnostic. We will look at the real workflow, identify where sold units are escaping, and tell you what deserves action first.

Ingram Interactive installs dealership process for internet leads, inbound phone opportunities, floor traffic, manager turn-overs, follow-up discipline, and staff accountability.