

ASK FOR THE APPOINTMENT

Replace vague invitations with clear times, useful reasons, and a commitment the customer can keep.

THE LEAK

Ask for the Appointment

Stop by sometime is not an appointment. A real appointment has a reason, a time, an owner, and a confirmation. If any one is missing, the dealership has hope on the calendar.

What good looks like

- The visit solves a customer-specific need.
- Two concrete times are offered.
- The customer chooses a time.
- The salesperson confirms location and duration.
- A name and direct contact are provided.
- The confirmation repeats the vehicle or purpose.
- The appointment is re-confirmed without nagging.

USE THIS LANGUAGE

"I can have the vehicle ready and the numbers organized at 3:20 or 5:10. Which works better?"

"If neither works, give me the time you can protect and I will build around it."

"I have you for 4:40. I will text my name, the address, and where to park."

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
☐	The visit solves a customer-specific need.	_____
☐	Two concrete times are offered.	_____
☐	The customer chooses a time.	_____
☐	The salesperson confirms location and duration.	_____
☐	A name and direct contact are provided.	_____
☐	The confirmation repeats the vehicle or purpose.	_____
☐	The appointment is re-confirmed without nagging.	_____

Write the three examples you will inspect

1. _____

2. _____

3. _____

THE SCOREBOARD

- Appointment ask rate
- Specific-time offer rate
- Appointments set
- Confirmed rate
- Show rate

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

Listen to ten calls and count how many contain two actual times.

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.