

# Your Roadmap to Efficiency

**Time is one of your most valuable resources, and how your team manages it directly impacts your bottom line.**

In many dealerships, phone inefficiencies, lack of visibility, and inconsistent processes are quietly killing sales opportunities.

Here are the 7 strategies to improve efficiency:



**Scan to learn more!**



## Implement an AI Receptionist

- ▶ Route routine calls to your AI receptionist today to automate low-value tasks.

## Ensure Phone Leads Are Auto Logged In CRM

- ▶ Confirm that your CRM is capturing every phone lead and ensure all the information is up to date.

## Utilize Real-Time Call Coaching Tools

- ▶ Shadow one live call every morning and offer feedback immediately after for in-the-moment training.

## Assign Text And Phone Conversations To A Specific Agent

- ▶ Assign one point-of-contact per lead today to create stronger continuity and prevent duplicated efforts.

## Providing Agents With Resources To Create Their Own Word Tracks Guides

- ▶ Create a quick-reference Google Doc of your most-used talk tracks to reduce hesitation on calls.

## Follow Up With Missed Calls

- ▶ Check missed call reports from the previous day and assign follow-ups by 10 a.m. to ensure no leads slip through the cracks. Utilize Car Wars' Purse Box to identify the highest-value callbacks.

## Leveraging Outbound Calling

- ▶ Set daily outbound call targets and review them in your morning meeting to keep your team aligned.

