

ESSENTIAL GUIDE

TURN CALLS INTO CASH:

UNLOCKING REVENUE FROM YOUR DEALERSHIP'S PHONE STRATEGY



INTRODUCTION

The phone can be your dealership's biggest asset... or its biggest liability. Every unanswered call, every mishandled lead, and every missed opportunity leaves money on the table. If dealers are not actively managing phone processes, they are losing deals, customers, and revenue.

Maximizing phone efforts locks in profits and closes more deals. From understanding the value of a single call to leveraging AI and automated processes, turn every phone conversation into your dealership's competitive advantage.

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ROI: A MARATHON, NOT A SPRINT

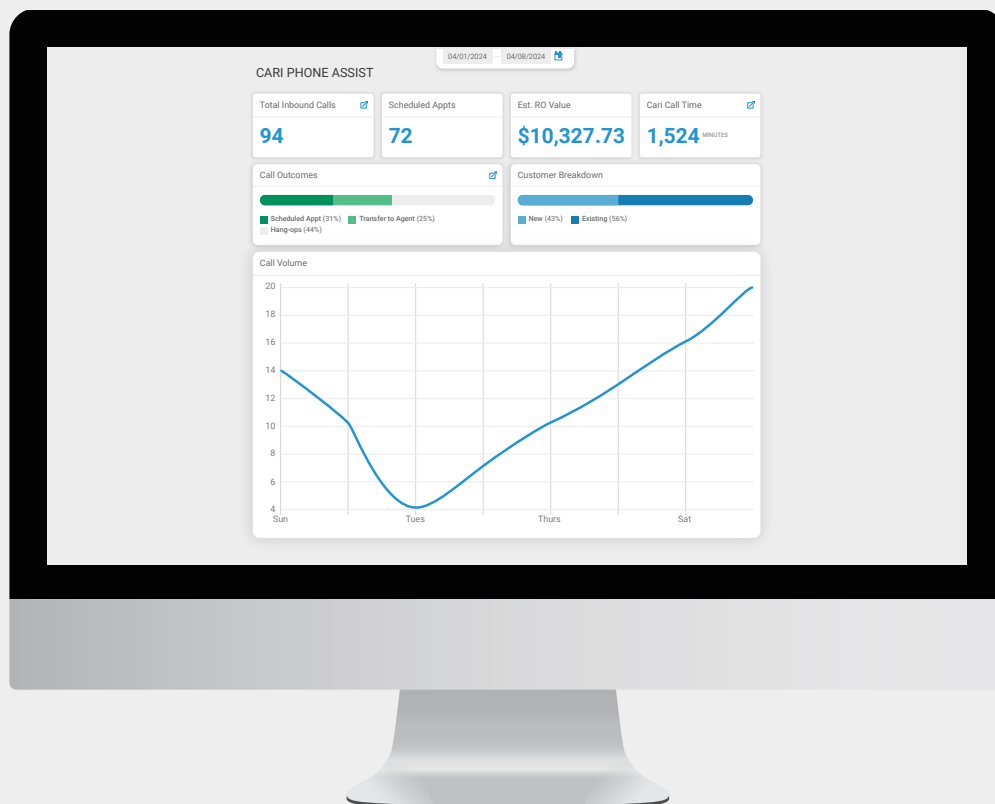
When evaluating the ROI for your dealership's phone strategy, it's crucial to consider both financial and operational impacts. While financial gains like increased appointment bookings and higher revenue per phone up are clear indicators of success, the true impact of an optimized phone process extends into broader business outcomes that enhance dealership performance and customer satisfaction.

TANGIBLE ROI: THE MEASURABLE WINS

When evaluating the ROI of phone processes, dealership managers should consider specific, quantifiable value factors that directly impact performance and profitability. Examples include:

- **Increased Appointment Conversions** – More inbound calls turning into scheduled service visits and showroom appointments.
- **Higher Revenue per Customer** – Effective call handling leads to increased customer lifetime value. Satisfied customers are more likely to return to the dealership for future service and vehicle needs.
- **Reduced Missed Opportunities** – Fewer dropped calls and better response times mean more leads captured.
- **Lower Call Abandonment Rates** – Efficient phone handling ensures customers aren't left waiting or disconnecting out of frustration.
- **Elevated Performance Metrics** – Car Wars' CRISP metrics track call success by measuring Connect, Request/Invite, Set, and Pursue rates, ensuring dealerships optimize phone performance for maximum ROI.





INTANGIBLE ROI: THE LONG-TERM VALUE DRIVERS

Intangible ROI refers to the non-numerical, yet highly valuable, benefits that contribute to a dealership's overall success and long-term growth. While these returns may not show up directly in financial reports, they have a lasting impact on a dealership's reputation. Examples include:

- **Enhanced Customer Experience** – A seamless phone experience fosters trust, loyalty, and positive word-of-mouth.
- **Stronger Brand Reputation** – Dealerships that handle calls professionally and efficiently stand out in a competitive market.
- **Employee Productivity & Morale** – Streamlining phone processes reduces stress on sales and service reps, leading to better performance and job satisfaction.
- **Operational Efficiency** – Leveraging AI tools and integrating them into your tech stack optimizes workflows, freeing up staff to focus on higher-value tasks. Your time is an investment, and increased efficiency can directly contribute to a higher ROI.

SHORT-TERM VS. LONG-TERM INVESTMENTS IN YOUR PHONE STRATEGY

Optimizing your phone strategy requires a balance of both short-term and long-term investments.

► Short-Term Investments

These are immediate changes that yield quick wins, such as upgrading your phone hardware, refreshing staff on phone handling best practices, or implementing a phone bridge to ensure all calls are routed to the correct representative. These initiatives can rapidly boost appointment conversions and revenue.

► Long-Term Investments

These investments create a more efficient operation that increases long-term profitability and ROI. For example, AI-driven solutions help manage call volume, capture more leads, and free up staff for high-value tasks. Tracking key call metrics allows managers to refine phone strategies over time. Ongoing staff training improves customer interactions and boosts conversions. Consistent, professional phone handling builds trust and strengthens the dealership's reputation. Automation tools reduce workload, letting employees focus on in-person sales and service interactions.

MEASURING THE FULL IMPACT

To truly understand the ROI of your phone processes, you need to track both **short-term returns** and **long-term strategic gains**. By combining traditional KPIs with qualitative insights from customer feedback and team efficiency metrics, you'll gain a comprehensive view of how your phone strategy contributes to dealership growth.

With the right technology and processes in place, your dealership can maximize both tangible and intangible ROI—turning every call into an opportunity.

THE VALUE OF A SINGLE PHONE CALL

The next key to capitalizing on your dealership's phone strategy is understanding the **value of a single phone call**. Marketing dollars spent by a dealership are typically intended to help generate revenue opportunities and drive conversion rates. When potential buyers call in, it's crucial these leads are answered and handled properly to maximize the return on investment.

Failing to connect inbound calls to someone who can help means throwing away valuable opportunities. Ensuring every call is handled efficiently can significantly improve conversion rates, customer satisfaction, and overall revenue.



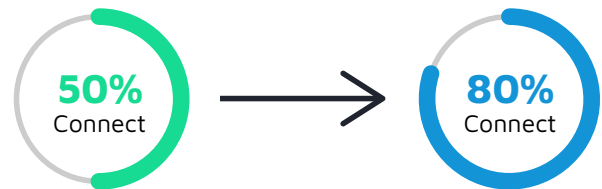
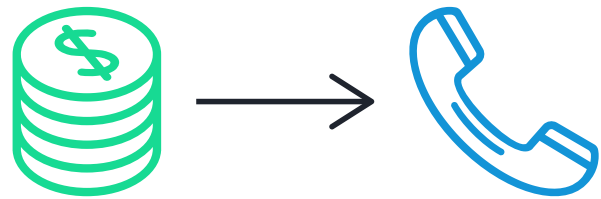
REAL-WORLD EXAMPLE: THE DEALERSHIP “ABC” SCENARIO

Let’s look at this through the lens of a fictional dealership, “ABC.” This example illustrates how your phone strategy impacts revenue. This dealer spends a substantial amount of money on marketing, including advertising on the fictional reseller platform “Cars4U”. Cars4U costs \$3,000 a month and generates an average of 12 monthly phone-ups. **This means it costs Dealership ABC \$250 per lead.**

However, Dealership ABC has a **Connect score of only 50%**, meaning only 6 of these leads reach an agent who can help them. As a result, due to poor call connection rates, Dealership ABC **wasted \$1,500** of their Cars4U marketing spend last month without a chance of making a return on the investment.

Now, consider if Dealership ABC improved its phone strategy by leveraging technology like Car Wars to enhance call insight, optimize routing, and implement AI-driven solutions. By increasing its Connect rate from 50% to 80%, the dealership would ensure 10 out of 12 sales opportunities reach a live agent.

With a stronger phone strategy, Dealership ABC can maximize its marketing spend, increase sales conversions, and ultimately drive higher revenue.



Connecting every call isn't just about better communication—it's about **unlocking the full potential of every lead that comes through the phone lines.**

THE COST OF DOING NOTHING

The phone is your dealership's most valuable lead source. Inbound calls are key to moving customers through the sales funnel; mishandling them can mean losing valuable revenue. Many dealerships focus heavily on digital marketing and lead generation, yet they overlook a critical factor: their phone process. A poor phone strategy doesn't just frustrate potential customers—it directly impacts the bottom line.

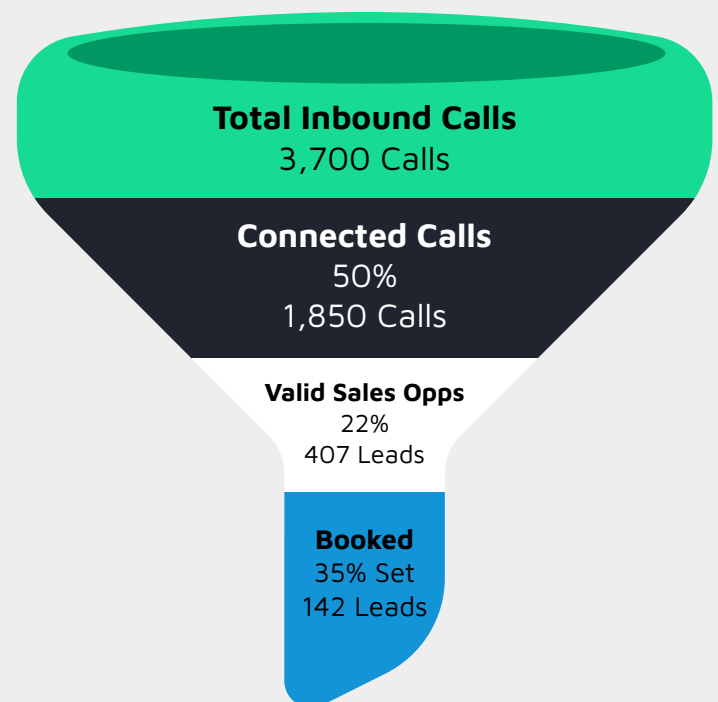
Let's take a closer look at Dealership ABC and how an inefficient phone process is costing them thousands of dollars every month.

BREAKING DOWN THE NUMBERS

Dealership ABC receives 3,700 inbound calls per month. Of these, 50% are successfully connected to an agent, meaning 1,850 calls reach someone at the dealership.

However, not all connected calls are sales opportunities. Car Wars data shows that approximately 22% of connected, inbound calls are valid sales opportunities. This means that around 407 of the total connected calls are potential buyers looking to make a purchase.

Dealership ABC's firm appointment set rate is 35% – the industry average according to Car Wars data – meaning that out of 407 valid sales calls, it booked only **142 appointments**.



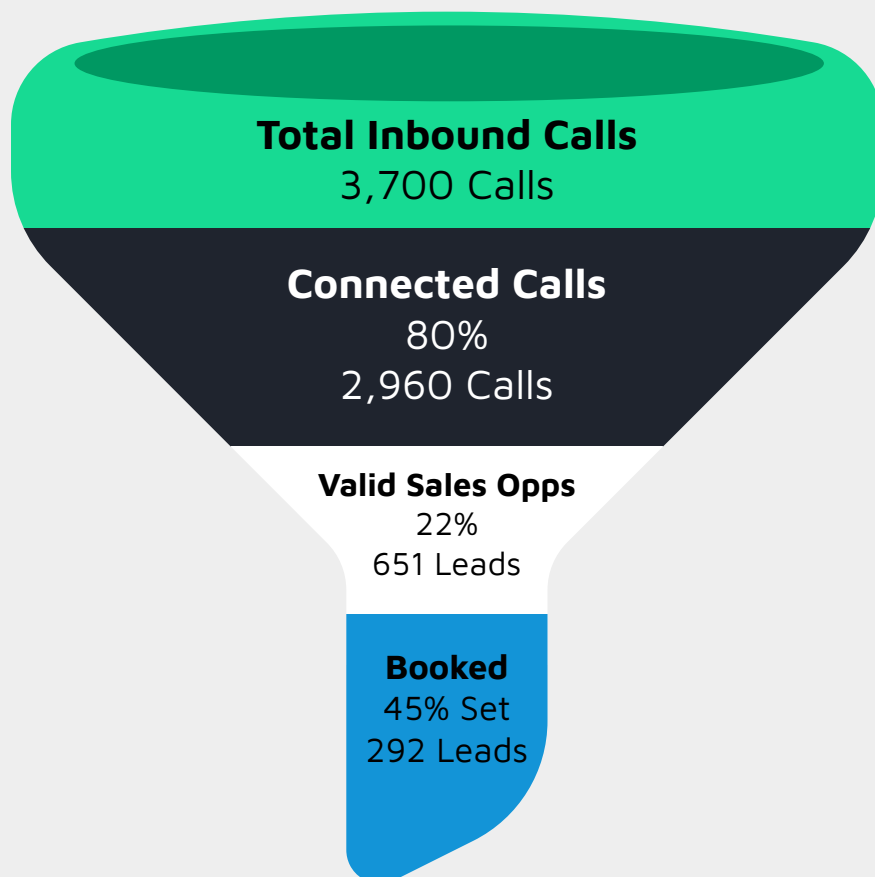
THE REVENUE IMPACT

If Dealership ABC improved its **connect score to 80%**, it could have successfully connected **2,960 total inbound calls**, generating **651 sales opportunities**.

Further increasing its **set score to 45%** – the recommended benchmark **Car Wars sets for its clients** – would have resulted in **292 booked appointments**—more than doubling its current results simply by refining phone processes.

Understanding your dealership's **connect rates and appointment-setting conversions** is the first step toward reclaiming missed opportunities. A comprehensive phone process audit can identify where leads are slipping through the cracks—ultimately ensuring more deals and higher profitability.

Optimizing phone strategies isn't just possible—it's measurable. By leveraging AI-driven tools, tracking ROI, and implementing proven phone strategies, dealerships can recapture significant lost revenue.

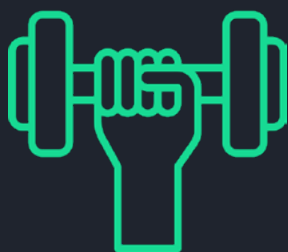


THE INVESTMENT TO SUCCESS

Now that you recognize the true value of a phone call, let's explore the key investments your dealership must make to drive success and maximize ROI. Think of your dealership's phone strategy as akin to maintaining a gym membership. Just as consistent workouts build strength over time, steady investment in phone processes drives long-term success.

- ▶ **Routine over Randomness:** Sporadic efforts lead to missed opportunities—consistency is key.
- ▶ **Daily Improvements:** Small, consistent changes—whether in training or technology—compound over time.
- ▶ **Resilience through Repetition:** Regular practice builds both skill and adaptability, helping you navigate market shifts.

Much like a dedicated gym membership that offers personalized training and constant motivation, comprehensive call tracking and reporting serve as your personal coach for phone strategy success. By delivering continuous, data-driven insights and real-time performance metrics, Car Wars' reporting ensures your team is always in peak condition—much like a fitness program that keeps you accountable and progressing steadily.



By committing to a regular “workout” for your phone strategy, your team can build a robust system that continuously drives efficiency and enhances customer interactions.

COLLECT YOUR SAVINGS CARD:

STRATEGIES FOR ROI OPTIMIZATION

Finally, optimizing your dealership's financial performance isn't just about cutting costs—it's about making strategic investments that yield measurable returns. By refining phone processes, allocating resources efficiently, and leveraging AI-driven insights, you can unlock significant savings while enhancing customer communication.

Review actionable strategies for automotive managers to streamline sales operations, capitalize on industry trends, and set financial goals that drive success. These Car Wars strategies will equip you with the tools to make informed decisions and maximize ROI.

CONDUCT A COMPREHENSIVE PHONE PROCESS REVIEW

Action: Thoroughly evaluate your dealership's current phone processes by reviewing call recordings, tracking key metrics, and identifying breakdowns in the CRISP framework.

► Monitor CRISP Execution:

☐ Track how often agents:

- **Connect** callers with the right department or person.
- **Request** an appointment clearly and confidently.
- **Invite** customers in with a sense of urgency.
- **Set** firm appointments with specific dates and times.
- **Pursue** missed opportunities with timely follow-up calls.

► Pinpoint Process Gaps:

- ☐ Analyze **call routing efficiency**: Determine if calls are reaching the right departments quickly or getting misrouted.
- ☐ Identify **bottlenecks in appointment booking** by tracking how often agents request and confirm firm appointments.
- ☐ Measure **follow-up consistency**, ensuring missed opportunities are actively pursued.

► Leverage Data for Improvement:

- ☐ Use Car Wars' **reports** to visualize call activity patterns and highlight underperforming areas.
- ☐ Establish **benchmarks** for key CRISP metrics, such as connect rates, appointment requests, and follow-ups.
- ☐ Share findings with your team to create targeted coaching plans.

IMPROVE CALL HANDLING WITH TARGETED, DATA-DRIVEN TRAINING

Action: Strengthen your team's phone skills by reinforcing the CRISP methodology and providing ongoing, results-oriented coaching.

► Host Regular Role-Playing Sessions:

- ☐ Use real call recordings from Car Wars to simulate actual dealership scenarios.
- ☐ Practice **overcoming objections**, making strong appointment requests, and creating urgency to set more appointments.

► Use Data-Driven Coaching:

- ☐ Conduct **individual coaching sessions** based on call performance metrics.
- ☐ Review specific call examples where agents either succeeded or struggled with CRISP execution.
- ☐ Provide actionable feedback with clear steps for improvement.

► Incorporate Real-Time Feedback:

- ☐ Use **live call monitoring** and alerts to offer immediate coaching.
- ☐ Implement **AI-powered coaching tools** to automatically flag missed opportunities and suggest follow up.
- ☐ Recognize and reward agents who consistently meet CRISP benchmarks.

► Standardize Best Practices:

- ☐ Develop and distribute **call scripts** that align with your dealership's goals.
- ☐ Ensure scripts include firm appointment requests, clear next steps, and urgency-driving language.
- ☐ Regularly update scripts based on common customer objections and evolving dealership goals.

REDUCE REVENUE LEAKAGE BY FIXING PROCESS GAPS

Action: Identify and resolve process inefficiencies—such as dropped calls, unreturned voicemails, and poor call routing—that lead to lost revenue.

► Optimize Call Routing:

- ☐ Use **AI-powered call routing** to automatically direct callers to the right department or agent.
- ☐ Implement **intelligent call distribution** to prioritize high-value leads, ensuring sales opportunities are handled by experienced team members.
- ☐ Create **custom call flows** for sales, service, and parts to reduce misroutes and speed up customer connections.

► Strengthen Voicemail Management:

- ☐ Establish **strict voicemail return protocols**, requiring agents to respond to missed calls within 15-30 minutes.
- ☐ Use **AI transcriptions** to categorize and prioritize voicemails by customer intent

► Enhance Follow-Up for Missed Opportunities:

- ☐ Use **automated missed call alerts** to immediately notify managers of unhandled leads.
- ☐ Ensure all unconnected leads receive a follow-up attempt within two hours, prioritizing high-intent prospects.
- ☐ Implement structured **follow-up cadences**, including multiple touchpoints (call, text, and email) over the next 48-72 hours.
- ☐ Leverage **Car Wars' Pursue Box** to categorize and prioritize missed opportunities for efficient follow-up.

► Refine Reporting and Benchmarking:

- ☐ Use **Car Wars' reporting tools** to monitor key metrics like Connect and Sets rates.
- ☐ Benchmark missed call rates, voicemail return times, and call routing accuracy.
- ☐ Set clear goals for reducing revenue leakage (e.g., decrease missed call rates by 20% in three months).

By consistently auditing processes, strengthening call handling skills, monitoring CRISP execution, and proactively addressing process gaps, your dealership will significantly reduce missed opportunities and capture more revenue from existing phone traffic.

The phone is one of your dealership's most valuable assets, yet many dealers overlook its true impact. By implementing a structured phone strategy that prioritizes call tracking, AI-driven tools, and a commitment to the CRISP methodology, you can transform every inbound call into a revenue-generating opportunity.

Success isn't about making a single change; it's about building a culture of continuous improvement. The dealerships that win are those that commit to refining their phone processes, training their teams, and leveraging the right tools to drive long-term ROI.

Now is the time to take control of your dealership's phone strategy. With the right systems in place, every call becomes a competitive advantage—leading to more appointments and more revenue. Don't leave money on the table—start optimizing your phone process today and watch your dealership's profitability grow.



HOW CAN **CALL-MANAGEMENT** AND THE **EASE** OF AUTOMATION **BOOST ROI** IN YOUR DEALERSHIP?

Ready to turn your calls into cash?

Own the **Phone**. Own the **Market**.

Learn more about Car Wars.

Car Wars helps dealerships master their phone strategies with tools that turn missed opportunities into measurable success. By connecting more callers, converting leads, and closing more deals, Car Wars empowers you to drive profitability. If you're ready to boost your ROI by gaining visibility into every call, optimizing phone performance, and increasing revenue, visit carwars.com or click [HERE](#).