

SEE PAGE 21

WHEN VICTORY HITS,

IT FEEDS THE ENTIRE SYSTEM

William Mills shares how coaching, data, and discipline drive results at Sam Pack Auto Group.

Free Socks Inside!

Just fill out the

CRISP Mad Libs.

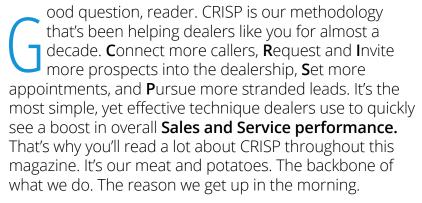
CRISP Uarterly AN OFFICIAL CAR WARS PUBLICATION | ISSUE 18

NIELLO VOLVO CARS SACRAMENTO CLAIMS THE CHAMPIONSHIP BELT

A REAL CUSTOMER JOURNEY THAT SHOWS WHERE DEALERSHIPS LOSE THE SALE

AI MYTHBUSTERS: DEBUNKING THE TOP MYTHS ABOUT AI IN DEALERSHIPS





You'll learn how our dealers are implementing the CRISP methodology at their dealerships to engage more with the customer — particularly by leveraging the phone — to see huge, tangible results.

Throughout this issue of the CRISP Quarterly Magazine, you'll explore how William Mills (Sam Pack Auto Group) uses discipline, data, and daily coaching to drive team performance and how Luke McDonald and RJ Moore (Niello Volvo Cars Sacramento) built a winning phone culture through consistent feedback and Al-powered insights. Plus, you'll uncover actionable takeaways from a real customer journey and answers to dealership-submitted questions – all aimed at improving efficiency and results on every call.

Hope you enjoy!

The Car Wars Team



CONNECT

Connect each caller quickly to a qualified agent



REQUEST & INVITE

Request and Invite the caller into the dealership for a test drive or vehicle inspection



SET

Set a firm appointment with a specific date and time



PURSUE

Pursue new leads & rescue missed opportunities



A Manager and Salesperson's Take on Coaching, Culture, and Phone Accountability

WRITTEN BY

Alyssa Whitmore Manager, Product & Brand **Marketing**

The Niello Company, delivering standout customer experience is the standard. With dealerships California, Northern across Niello Company has built its name on trust, professionalism, and putting people first. At its Volvo Cars Sacramento location, the mission is represented in the strong phone culture and emphasis on hiring motivated, driven people. "If you have the right team in place, everybody's coachable. It's way easier to get stuff done," says Luke McDonald, General Sales Manager. For Luke, the focus isn't just on phone skills - it's about finding people who are optimistic, motivated, and ready to work.

RI Moore, who joined the team in July 2024 as a Sales Consultant, credits early mentorship for helping him ramp up quickly. RJ states, "Luke was the first person I met when I started

here. He interviewed me, hired me, and he's been someone who I spent a lot of time within one-on-ones just learning how to get better all around."

Confidence, consistent feedback, and a focus on tone set the foundation for turning new hires into high performers from day one.

HOW MYSTERY SHOP SCORECARD TRANSFORMED COACHING

Hiringtherightpeoplelaidthefoundation for success – but to grow, Niello Volvo Cars Sacramento needed to pair strong coaching with real performance metrics they could measure and improve. The introduction of Car Wars' Al-powered Mystery Shop Scorecard brought clarity. "Before Mystery Shop and Car Wars, it was always just, 'Hey, I think we're

doing really well on the phones," Luke explains. "We never really knew. We didn't listen to every phone call."

With Mystery Shop Scorecard in place, calls are scored across key behaviors like urgency, appointment setting, and trade-in discussions, giving managers consistent insights to coach from. "Seeing the actual numbers - how many calls you took, how many appointments you set, how often you created urgency or asked about trade-ins - and then seeing that improve over time... that's been the biggest benefit for me," Luke shares. "It helped us show the team exactly where they started, what's changed, and how it's leading to better results on the phones."



LUKE MCDONALD

ROLE

General Sales Manager

BACKGROUND

Luke has worked in the automotive industry for over nine years, moving from sales into leadership, with a focus on building accountable, high-performing teams.

BEST PHONE TIP

"Confidence on the phones... you guide the customer in the direction that we want them to go, which is toward setting an appointment and coming in to test drive a car. Once you're confident with the process and feel good about the script, it always flows from there."

ONE WAY HE USES CAR WARS

"We've been using the Car Wars scripts... We've had a lot of success with that. That's what we've been using for new hires to teach them the phone training."

COACHING WITH MYSTERY SHOP SCORECARD

"The benefit for me to Mystery Shop is being able to show people, 'Hey, here's where you started; we've changed things a little bit, and now here's where you are. It's creating more opportunities for you."

ADVICE FOR OTHER MANAGERS

"It's all about monitoring. You're not going to know how good your team is on the phones unless you're actually monitoring the calls. There's just no way. Monitoring gives you the opportunity to go in, coach somebody, and turn it into a car deal."



RJ MOORE

ROLE

Sales Consultant

BACKGROUND

RJ joined Niello Volvo Cars Sacramento with a background in human resources and quickly ramped up in automotive sales by embracing feedback, reviewing his own calls, and looking for ways to improve.

ONE WAY HE USES CAR WARS

"All of our managers are reminding us to always be in Car Wars listening to our phone calls. Everybody hates hearing their own voice on a recording, but it's going to help. And it has. Listening to those calls has helped me improve tremendously."

Friday meetings have become a key part of the coaching process, where managers play calls for the entire team – both good and bad. For new salespeople like RJ, hearing real examples – especially his own – made a major difference. RJ acknowledges, "There's probably been more [bad calls] than I'm happy to admit," but the process helps him learn how to approach each call with more confidence and intent.

By combining real-time coaching with Aldriven insights, Mystery Shop Scorecard has become more than a one-off report – it's a weekly driver of accountability, growth, and better conversations.

HOW THE SACRAMENTO TEAM TOOK THE CHAMPIONSHIP BELT

As the team's phone skills sharpened,

BEST PHONE TIP

"It just starts with being prepared and having the right questions. And leading that conversation to get them in the dealership."

CHANGING PERSPECTIVE

"I've had several calls where it seemed like a long shot. It seemed like there was no way, but building a relationship with them and being like, 'hey, I'm going to work on this to see what we can do,' goes a long way. So even if there is a customer where we were off from the original number they started with, we've still been able to make a deal."

ADVICE FOR OTHER SALESPEOPLE

"Embrace the challenge and know there's always room for improvement. Whether you're the most seasoned on the team or you're new, accept 'Hey, I can get better.' If you accept that, then you will improve, and the team will have success because of that."

The Niello Company looked for new ways to continuously raise the bar – and bring out the best in every store. That opportunity came through a groupwide competition offered by Car Wars: Grudge Match.

Grudge Match was a three-week, bracketstyle competition launched across eight Niello dealerships in partnership with Car Wars, focused on scoring phone performance across a set of predetermined Mystery Shop Scorecard questions. By the end of it, **Niello Volvo Cars Sacramento came out on top.**

"Our percentages on our phone calls in the beginning stages were in the low 30s, mid-30s," admits Luke. "At the end of the contest, I think we got up into the 50 to 60 percent range in

terms of checking the boxes. There was significant improvement every week. It was a great contest, it was competitive, and it drove a lot of car deals – which is the best part about it."

Managers played a hands-on role throughout the competition, monitoring every call and even answering phones themselves. "It could be humbling," Luke confesses. "There are some phone calls that I took where it was like, man, I didn't do very good on that one, this can be difficult."

The energy on the sales floor was constant. "There were times where somebody would be on the phone, and one of us would be right next to them with a sticky note saying, 'Hey, make sure you ask this question," recalls RJ. "It kept everyone sharp and made it fun to help each other improve."

Luke also saw the increased energy, "It was fun and exciting. And the best part about it – you know, besides winning the competition – is that **it made us better.**"



After winning against the other seven Niello stores, the team didn't stop. They launched their own internal competition, splitting into groups and tracking call performance to keep the momentum alive – pushing accountability even further across the sales floor.

STAYING SHARP AFTER THE WIN

Winning Grudge Match and implementing Car Wars' Mystery Shop Scorecard were just the beginning. Sustaining performance at Niello Volvo Cars Sacramento meant turning coaching habits into daily routines.

For Luke, the focus stayed simple. "For me, it's definitely about appointments set and urgency. Those are the two main things I'm looking for." He continues, "Everybody here does a really good job of getting the customer's name, getting the phone number, and discussing vehicle options, but it's really creating urgency and getting the appointment because you created your urgency."

For RJ, improving wasn't just a competition – it became part of his daily work. "I like getting in early and before I officially start to listen to at least one or two calls a day. What am I not doing well and how can I improve?"

To build on that momentum, Niello Volvo Cars Sacramento is launching new initiatives like sales manager follow-up calls on every inbound lead that wasn't contacted the day before. "It'll probably take 20 to 30 minutes a day, but it's 100% worth it," Luke says.

By keeping urgency, accountability, and ongoing coaching at the center, the team is building a phone process that's built to last. That mindset – a mix of friendly competition, daily discipline, has become teamwork the foundation of a phone culture built to last. With a focus on accountability, urgency, and daily improvement, Niello Volvo Cars Sacramento has built a phone process driving results well beyond the competition. Ready to elevate your team's phone performance? Discover how Car Wars can help you create a culture of discipline and urgency on the phones here. Claiming the Championship Belt

DC20 July 13-15

St. Louis, MO

NAMAD 2025 August 26-29

Las Vegas, NV Wynn Las Vegas Resort

Thee Network September 16-17

Nashville, TN

Digital Dealer 2025 October 14-15

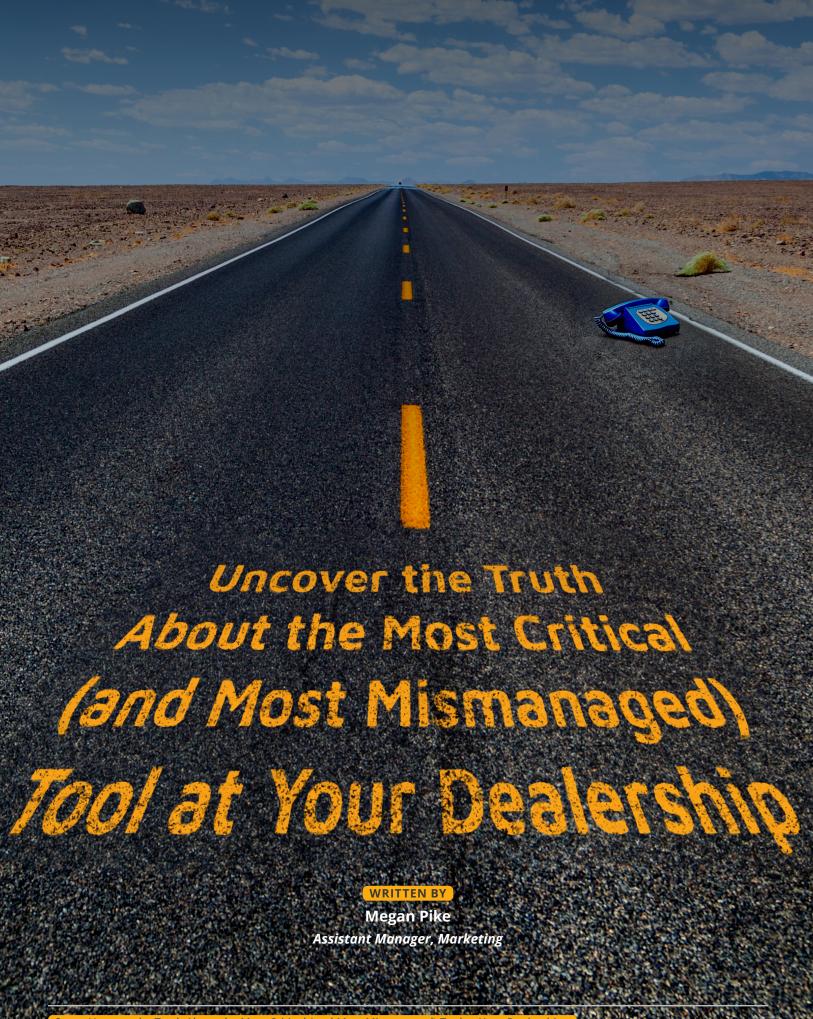
Las Vegas, NV Mandalay Bay Resort

MRC November 16-18

Palm Beach, FL
Eau Palm Beach Resort & Spa

CATCH CAR WARS AT ANY OF THESE UPCOMING EVENTS!







be, let's take a closer look at a real customer path pulled from recent dealership call data. It illustrates a common scenario about how a lack of efficient call processes can cost dealerships the sale.

Let's call the customer "Bob Smith."

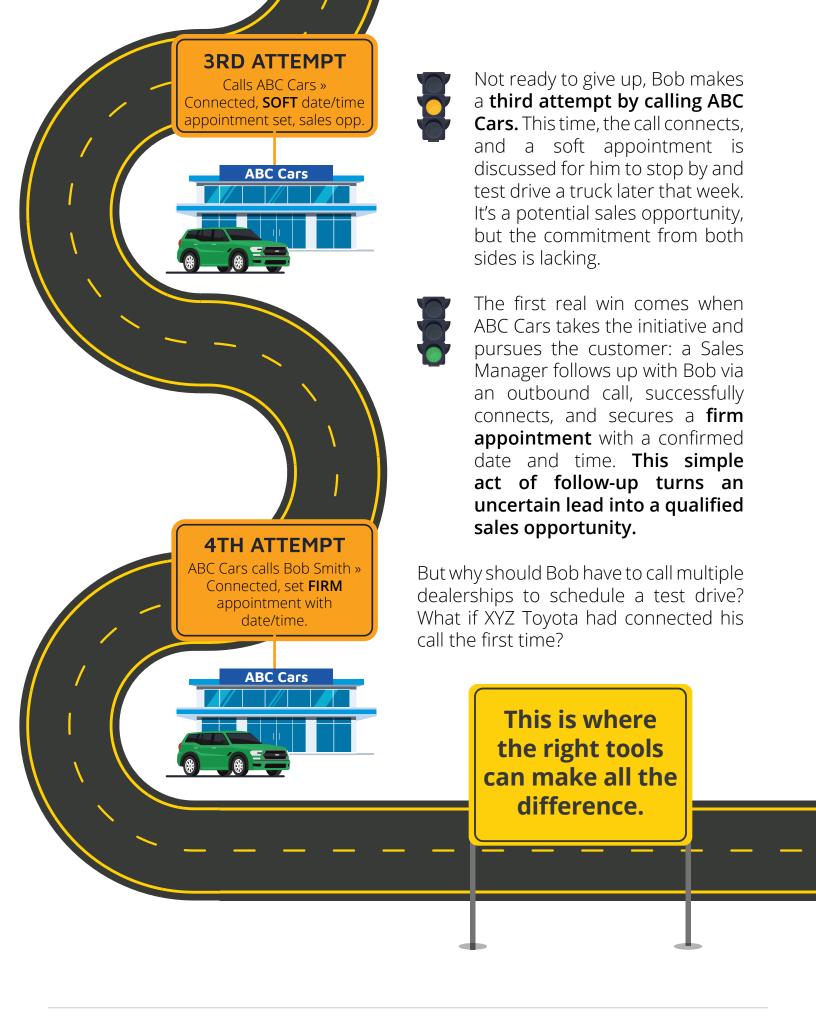
BOB SMITH CUSTOMER JOURNEY



Bob Smith is actively shopping for a new truck and begins reaching out to dealerships he's researched online. His first attempt is to XYZ Toyota, but the call isn't connected, and no message is left.



On his second attempt, he tries Heritage Motors, but again, he's unable to speak to anyone and ultimately hangs up after being placed on hold.



COLD TRANSFER

The caller is transferred without confirming availability, risking missed connections.

WARM TRANSFER

The receptionist checks if the requested person is available before transferring the caller.

Meet Car Wars' Cari.

Cari Phone Assist provides an optimal

customer experience by ensuring every call is answered promptly and professionally.

Cari would have made Bob's journey more efficient from the start. She would have answered his call promptly and warm

transferred him to an available sales agent. Bob would have been quickly

connected without a long hold time and without having to repeat his inquiry.

Real-time reporting and insights would help the team stay on top of Bob's journey and follow up effectively, ensuring no opportunity was missed.

With Cari, your dealership can improve the entire customer

journey, making it smoother and more efficient at every step.

Learn more about how Cari
Phone Assist can elevate your
customer experience HERE!

Al MythBusters:

Debunking the Top Myths About AI in Dealerships

I is everywhere – curating your feed, powering your commute, and streamlining how businesses connect with customers. It's no surprise it's reshaping how dealerships operate. But what does AI actually mean for your team, your customers, and your bottom line?

Al-driven communication is no longer a futuristic concept for dealerships - it's a necessary tool for staying competitive, efficient, and responsive in today's market. At Car Wars, we've heard it all. Our in-house Al experts are here to cut through the noise. What's working? What are some of the biggest misconceptions? And what are today's top-performing dealers doing with Al to get ahead? Let's break down some common myths with Car Wars' Al MythBusters....





Sherri Eidenberg Senior Sales Engineer



Matt AndrusChief Technical Officer



Daniel BishopVice President of AI

AI MythBusters



Muth

"Al is going to replace my team."

Fact

"Al isn't here to replace people"
— it's here to give them more
space to do what they do best."
- Daniel



Myth

"My customers want a person to answer the phone."

Fact

"What customers actually want is for the phone to be answered — quickly, professionally, and with a solution." - Sherri



Myth

"Al won't really help my dealership."

Fact

"Dealers that get good at Al are going to have a massive advantage, and you want to make sure you're not too late to that party."

- Matt



Myth

"People hate AI!"

Fact

"People don't hate AI — they hate bad AI." - Sherri



Myth

"Al will negatively impact the customer journey."

Fact

"If an AI system is deployed appropriately, it really should make the entire phone journey a better customer experience. To name a few — your staff members should get alerted more quickly when calls get mishandled, voicemails should become a problem of the past, and every transfer should be a warm transfer."

- Matt



Myth

"Using AI in dealer processes is really noticeable."

Fact

"When you do things right, people don't realize that you did anything at all. Al helps make messy processes smoother and more intuitive, increasing clarity, and making everyday tasks easier and more efficient for both customers and dealerships."

- Daniel



Want to stay ahead of the competition and learn how to future-proof your phone processes?

Get expert answers to the AI questions dealers like you are asking today. Download *The Competitive Edge: Leveraging AI to Future-Proof Your Dealership Phone Strategy.* Discover real insights from industry experts on how AI is reshaping the way dealerships handle calls, convert leads, and drive revenue.



Expert Strategies from the CRISP Tip Line



... Here's What Dealers Want to Know

The CRISP Tip Line is where dealers bring real questions, and Car Wars experts deliver real answers. From pricing objections to training techniques, the CRISP Tip Line is a place for dealers to ask what's stumping them and get clear, actionable insights. In this edition of *The CRISP Quarterly*, Car Wars highlights standout questions submitted by dealers across the country, with practical tips and strategies from both dealers and Car Wars team members.

Ready to Own the Phone with top tips?



DEALER QUESTION

"What's the fastest and easiest way to boost our dealership's Set Score?

- Alex, Internet Manager at Waco Hyundai

EXPERT ANSWER

You can't set an appointment on every call - but you can move the opportunity forward. It's a structured approach that guides the customer toward an appointment by narrowing their availability with easy, either-or questions:

"Do weekdays or weekends typically work better for you?" "Is morning or afternoon best?" "Would 2:00 or 4:00 tomorrow work better?"

These small, strategic prompts make it easier for the customer to commit. Rather than asking, "When do you want to come in?", you're doing the heavy lifting for the customer, eliminating friction and making it feel effortless to say yes.

If your team can consistently guide the conversation with assumptive, time-based options, they'll set more appointments. The Whittle and

Shepard method is simple, repeatable, and incredibly effective for boosting Set Score in real conversations.

2

DEALER QUESTION

"What's the best way to coach our team to respond in tough situations so they don't get stumped and lose the opportunity? One of the things I've noticed is that our team tends to freeze up when a customer says something like, 'Hey, I'm just looking for your best pricing,' or even more commonly, 'I live in Austin, I'm an hour away- I don't want to come up there before I get some figures.""

- Alex, Internet Manager at Waco Hyundai

EXPERT ANSWER

Objections like these can feel like a dead end and a lost deal, but they're actually an opportunity to pivot and build trust with a potential customer.

When a customer says, "I'm in Austin and don't want to drive up without numbers," your team should pivot to virtual options like a video walkthrough or a live test drive. Set expectations early and create urgency:

"I completely understand that it's a drive. Let's make sure it's worth your time. Once you know this is the vehicle you love, we can even explore delivery options." "That model's been hot. We've had a few people ask about it this week."

Equip your team with go-to word tracks and post them visibly. Encourage assumptive language:

"The [vehicle] is still available. Would you prefer to take delivery here or have it delivered to you?"

In moments where your team might freeze, preparation makes all the difference. By proactively training them to navigate tough objections and arming them with the right language, you'll help them respond with confidence and save more deals in the process.



DEALER QUESTION

"What's the best way to train salespeople to use the phone and actually make sure they use what they learn?"

- Rick Sheppard, BDC Director at Uftering Auto Group

EXPERT ANSWER

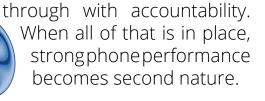
Phone confidence starts with consistency and preparation. Schedule time with your team to practice their outbound introductions; getting comfortable with the opening is crucial - it ensures the reps stay calm and confident setting the tone for the rest of the call. Encourage them to smile when they speak and always have the customer's info and call history pulled up before dialing so they're never going in cold.

Once the conversation is underway, it's important to coach your team on asking intentional open-ended questions that keep the conversation moving forward. Agents should be digging deeper with prompts like: "Why that vehicle?" or "What stood out to you about it?"

For inbound calls, focus training on quickly building rapport and showing the customer they're being heard. Referencing past interactions or voicemails can go a long way in making the caller feel respected. Reps should always collect accurate contact information and document the interaction, no matter the result of the call.

That's where accountability comes in. Tools like Car Wars give your team and managers full visibility into both inbound and outbound phone activity so you're not just hoping calls are being made or tracked, you *know* what's converting into real opportunities.

Training reps on the phone is about building habits through repetition, providing the right tools, and following





DEALER QUESTION

"The number one issue I run into is: "I'm not coming in until I get a complete out-the-door number, including my trade value. Dealer X offered me this- can you beat it?" How should we handle these calls without losing the opportunity?"

- Steve Rogers, Internet Director at Steve Rogers, Randy Marion, Buick GMC, Huntersville

EXPERT ANSWER

When a buyer says, "I'm not coming in without an out-the-door number and trade value," shift the focus away from price and toward **experience and fit.**

Train your sales team to use word tracks such as:

"Pricing is the easiest part of our job. Let's first make sure this is the right vehicle for you. I have a priority test-drive opening at [time] or [time] - which works best for you?"

Then bridge their trade:

"While you're test driving, we'll get your trade professionally evaluated so we can give you a firm number in person."

Use this approach to move the conversation off the phone and into the showroom - where deals get done.

ALLULULULU POR



Want more industry leading phone tips?

5

TIP FROM A DEALER

"Configure tracking lines with a fallback. Never miss a phone call."

- Isaac Avalar, BDC Manager at South San Antonio Buick GMC

With those dealer questions and strategies in mind, Car Wars' experts weigh in with actionable tips to tackle other phone challenges head-on.

6 TIP FROM A CAR WARS EXPERT

"Utilize proper agent lines. These give your team direct phone numbers so VIP or repeat callers can reach the person they want to reach a lot faster without bouncing through the receptionist."

- Jennifer Mccracken, National Account Consultant at Car Wars

7 TIP FROM A CAR WARS EXPERT

"Most dealerships today still route calls to departments in a linear, outdated way, sending every service call to the same line and every sales call to whoever's available. That approach often leads to misrouted calls, frustrated customers, and wasted time.

With intelligent call routing, you can take your phone process to the next level by directing calls based on why the customer is calling, not just the general department. Your phone system can identify key phrases and automatically direct the call to the most appropriate agent or team, leading to fewer transfers, shorter hold times, happier customer, and more efficient staff.

Dealers using this strategy, will see a noticeable improvement in connection rates, agent productivity, and just an overall phone experience."

- Matt Burns, Client Success Consultant at Car Wars

8 TIP FROM A CAR WARS EXPERT

"The Pursue Box Report is your source for low hanging fruit. It offers you the ability for a do-over by showing you which calls your team failed to deliver on. Select the customer's number from within the report and sell the appointment.

Be the hero and lead by example!"

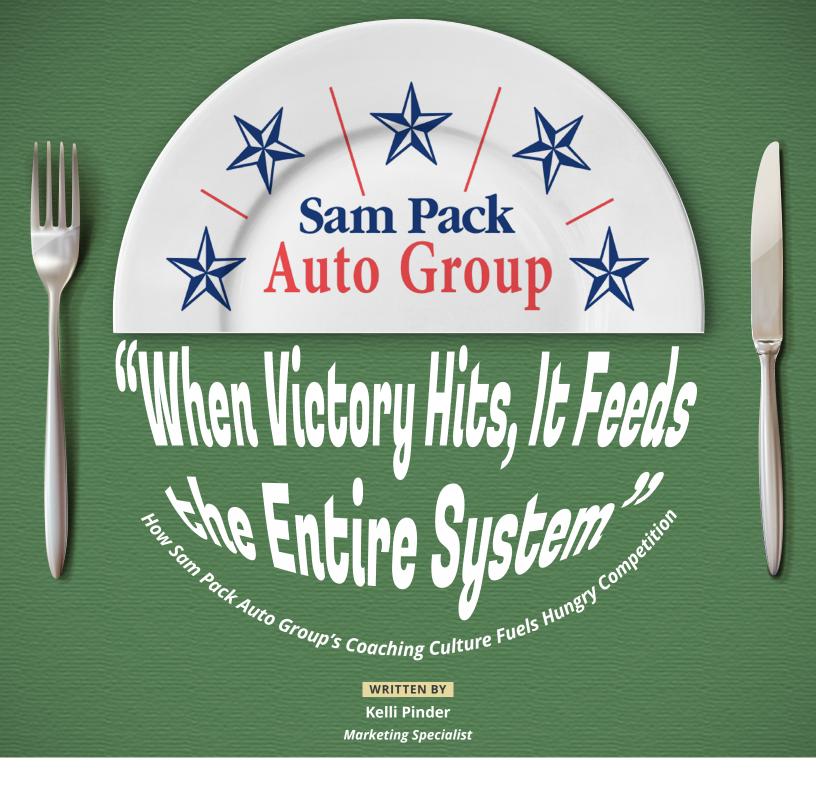
- Konrad Eysink, National Account Consultant at Car Wars



Have a phone challenge you're facing or a talk track that works wonders?

Call the <u>CRISP Tip Line</u> and leave us a voicemail - your question could be answered by our experts *and* featured on Car Wars' social media. The Tip Line is still open, so don't miss your chance to be part of the conversation shaping dealership phone success!





/ictory isn't just a singular moment; it's the catalyst igniting success for the entire dealership. Every win builds momentum, and at Sam Pack Auto Group, victory is earned through discipline, accountability, and relentless coaching.

William Mills, Internet Sales Director at Sam Pack Auto Group, proclaims that it's "their fierce competitive nature" that makes the North Texas dealership group stand out. It is all about community, accountability, and winning – a mindset that comes directly from Mr. Sam Pack, the group's founder and dealer principal. His leadership influences and reaches every level of the organization from executive management to frontline staff. With nearly 27 years in

the automotive industry, William brings a deep understanding of how to manage performance and maximize opportunity. His role centers on one mission: turning every customer interaction into a sale. "My focus is on the moment a customer inquires about buying a car – whether that comes in through Internet, phone, or walk-in. All the way to delivery of the car, I focus on everything in between to help us get the most out of our opportunities." Performance at Sam Pack Auto Group isn't left to chance; it's built, measured,

DISHING OUT THE DATA

and coached

Every day, the Sam Pack sales team evaluates phone performance using green, yellow, and red benchmarks. If something turns red, it signals an immediate need to dig deeper. For example, William holds the team to a benchmark of setting at least 50% of appointment opportunities.

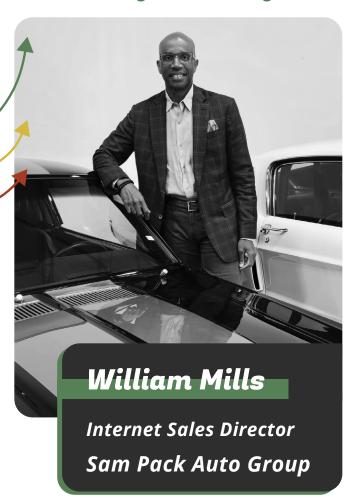
If that number drops, he investigates whether the issue is with the individual's performance, or with the process. By targeting and improving low performing areas, the group builds a stronger baseline, giving every store at Sam Pack Auto Group a competitive edge.

Car Wars data brings clarity to make coaching effective and not exhausting. William uses Car Wars' detailed call insight to drive daily coaching conversations.

The goal is not to punish underperformance; it is to unlock potential.

Car Wars' CRISP metrics paired with Al-driven tools like Voice Recognition allow managers to spend less time digging and more time doing. "We used to have to listen to every call. Now I can log in and view call data by person. It is an absolute game changer," William stated.

"We used to have to listen to every call. Now I can log in and view call data by person. It is an absolute game changer."



Sam Pack Auto Group activated all of their phone lines through Car Wars to prevent Sales and Service opportunities from slipping through the cracks. Car Wars gives the team clear insight into staff activities such as number of calls handled, average call times, and call outcomes. Whether a call led to a scheduled appointment, a follow-up, or a lost opportunity, Car Wars provides the complete picture of how each interaction is handled.

Because of Car Wars' seamless integration with DriveCentric, William can see comprehensive sales activity in one place. He checks the CRM for sales progress, then turns to Car Wars to analyze call quality. William expands, "We used to rely solely on Car Wars to see click-to-call activity. Now I use it to measure average call time and assess the effectiveness of conversations."

THE FOCUS FIVE FORMULA

Once clearly measured data is in place, the real impact comes from how it's used - and Sam Pack Auto Group's Focus Five program is a prime example of data-driven action.

With clear visibility into performance metrics, William and his team run a disciplined coaching initiative called

Focus Five. Every month, they review a rolling 90-day sales snapshot to identify the bottom five performers in sales volume. Each of those team members is then paired with a manager for targeted coaching and development over the next quarter. Every interaction counts, and every touchpoint gets tracked. Calls, texts, and appointments are all part of the process. Managers check in at 10:00 AM, 2:00 PM, and 4:00 PM to stay ahead of the curve and understand what is happening. Car Wars helps to bring instant clarity, so managers can see where their teams stand in real time monthly. Then they use the data to help unlock their full potential. It doesn't just show what is happening; it shows how to make adjustments to best help their team grow.

The program also recognizes the Top Five performers each month using the same 90-day sales data. This way, both ends of the performance spectrum are measured consistently.

The results speak for themselves. "Some of those same underperformers end up closing 17 or 18 sales in a single month," explains William. It works because it's not about pressure; it's about building momentum.



That same momentum shapes how training is approached especially when it comes to **Mystery Shop Scorecard.**

"We are implementing three days of training based solely on Mystery Shop questions," William explains. It is not about catching someone slipping; it's about improving real conversations.

With Car Wars, coaching moments happen in real time instead of waiting until the end of the month.

William is leading a three-day training with over 100 salespeople, built around questions from the Mystery Shop Scorecard focused on open, honest conversations and best practices. The goal is to find out where individuals stand with how they perform on mystery shopped calls. They want to see what's going right and what's going wrong, and how leadership can implement different tactics to improve as individuals and the dealership as a whole. This is how Sam Pack Auto Group builds teams who win together.

RECIPE FOR COACHING SUCCESS: JUST FIVE CALLS A DAY

What would William tell other automotive leaders looking to improve their team's phone skills? Keep it simple. Stay consistent.

"When victory hits, it feeds the entire system."

"Get lost in your calls daily. Even with transcripts, you still can't get the feel of a call – the energy, the tone, how the customer is receiving it unless you listen," William emphasizes.

His advice? Give each manager just five calls a day. That's it.

"You've got six managers? That's five calls each. You don't need to listen to 50. One or two is all it takes to find a moment worth coaching. If your managers care about growing their team and increasing sales, those five calls will motivate them to act," William expresses.

At Sam Pack Auto Group, coaching comes down to three factors:



Recognition

Know exactly what is happening on the floor.



Accountability

Identify who is thriving, who needs support, and who is stuck in the middle.



Rewarding

Celebrate every win. "When victory hits, it feeds the entire system" - Mills explains.

Inbound or outbound, sales or service. **Five calls can change everything.**

Ready to fuel your team's hunger to win?

Connect with a Car Wars expert and build a coaching culture that drives success **HERE**.

Celebrating Car Wars' CRISP Hero

Meet this year's top phone professional going above and beyond to create exceptional experiences on the phone.



*Tina Valenti*Sales Manager
Jack Daniels VW

What Makes a CRISP Hero? Share Your Winning Tip

What's Your Go-To Phone Tip?

This year's CRISP Hero, Tina, was recognized for her reliability, confidence on the phone, and ability to create a great customer experience. One standout strategy she shared was:

Always be your authentic self when speaking with customers. Remember, while we sell cars every day, for many people, buying a car is a major milestone—sometimes their very first one. It may feel routine to us, but for them, it's an exciting, emotional experience. So, treat every interaction as special. Bring energy, passion, and genuine care into each conversation. Your enthusiasm can turn a simple transaction into a memorable moment. Make it count!

We're collecting top phone tips from dealers to feature in future issues of The CRISP Quarterly. Whether it's a phrase you use to gain trust, a process that improves your booking rate, or a mindset keeping you focused – we want to hear what works for you.

How to Participate:

- Submit your favorite phone handling tip to <u>content@carwars.com</u>.
- Selected submissions will be featured in the next issue of The CRISP Quarterly Magazine AND receive an exclusive pair of Car Wars socks!
- You'll get a free coffee and help elevate the industry standard.

Share your best tips at content@carwars.com!

Let's make every call CRISP.

HOT SUMMER LEADS CRISP COLD CALLS

The CRISP Quarterly Mad Libs

Can your team survive the summer sales event rush... one phone call at a time?

Grab your sunscreen, your favorite summer snack, and your sharpest closer — this Mad Libs is a hilarious way for your team to relive the thrill of a perfectly handled summer sales event phone up.

With help from your friendly AI Phone Assistant, Cari, your dealership is the star of a customizable story of melted summer treats, near-missed hot leads, and one unforgettable sale.

Fill it out together, read it out loud, and remember: in the heat of summer, only the fastest (and funniest) phone skills survive.

You'll need these 13 things:

1. Dealership name
2. Salesperson name
3. Summer treat
4. Specific vehicle
5. Adjective
6. Noun.
7. Past tense action verb
8. Object in your dealership
9. Emotion
10. Dollar amount
II. Local legend or famousperson
12. Number.
13. Refreshing drink

It was a blazing-hot Tuesday morning at	The A/C was
working overtime, and	(Dealership Name)
(Salesperson Name)	riad just uriwrapped a siigiitiy
melted when the phone ra	ng with a customer interested in a
(Summer Treat)	
Teatured Ir (Specific Vehicle)	the latest summer sales event mailer.
Luckily, your Al Phone Assistant, Cari, was already on it-	— answering with a
Edentify, your first forter ostistation, early was all eady of the	(Adjective)
greeting, capturing the customer's info, and politely	y dodging the caller's insistence about
"that one ad promising a free "	
"that one ad promising a free"	
While was still in the break (Salesperson Name)	kroom finishing his,
(Salesperson Name)	(Summer Treat)
(Salesperson Name) his desk phone rang(Salesperson Name)	dropped his and and
(Salesperson Name) to the phone, nearly tripping (Past Tense Action Verb) over just in time as Cari executed a seamless warm	over a . and took
(Past Tense Action Verb)	(Object in your Dealership)
today Tra	unsfer in progress "
today. Tra	misici in progress.
The customer sounded a little(Emotion)	("You are the dealership with the
llama commercials, right?"), but(Salesperson Nam	
charm and accurate inventory info. With ease,	used the Whittle
and Shepherd technique and booked a firm appo	
sale later that day, selling the(Speci	for a whopping
(Specin	fic Vehicle)
(Dollar Amount)	
·	called in inquiring
Just as the dealership was closing up shop,	Legend or Famous Person)
about the same vehicle, but they were too late -	– Cari, however, knew the dealership
had a similar vehicle on the lot and, like a true	e Al wingman, transferred the call to
who secured another fir	m appointment.
(Salesperson Name)	
That was lead number for t	the day. The team clinked bottles of
·	
and gave Cari a well-earned dig	gital high five.
(ver earling printy	

Thanks for playing along!

Share your best Mad Libs with the Car Wars team by emailing it to content@carwars.com to have a shot at being featured on our social media AND get a pair of free Car Wars socks!



