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Eight Survey Findings Show Dealers Not Managing Phone Traffic Well

Here are the takeaways from a recent survey by CallSource that reveals some startling, even shocking, results about how some dealerships are or are not effectively managing their phones, inbound calls, and sales appointments. The survey suggest that dealer teams have a timely opportunity to increase sales by simply acting on what the survey showed.

Call Management Skills:

- Only 15% of calls are being handled by salespeople with proven call management skills (even in cases where the call volume is way up)

People who can take calls:

- Over 45% of dealers allow more than 10 people in their dealership to take calls (Suggests that this stat would be even more interesting if looked at versus how many calls the dealership is losing to competitors)

Inbound Sales Volume Increases:

- 75% of dealers have experienced a significant increase in in-bound sales calls

Confidence that calls being handled properly:

- But only over 1/3 are confident or very confident that the calls are being effectively managed

Lost Calls to Competitors:

- A majority of dealers think they are losing between 1 and 5 inbound sales call opportunities to their competitors each month

Call Conversion to Sales Appointments:

- 29% think they are successfully converting between 21-49% of calls into sales appointments

Handling Inbound Calls:

- 85% think it's important to have a comprehensive process for handling in bound phone calls in place, but a full 51% are not confident they do

The Value of Training & Focus:

- 77% believe that more training and focus on call handling skills could provide a greater ROI on marketing

For more drill down analysis of this Call Source Dealer Survey, contact:

<http://auto.callsource.com/>

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