



GENERAL SALES MANAGER

USER GUIDE



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GENERAL SALES MANAGERS & **CAR WARS**

Car Wars is the premier call tracking provider used by more than 15,000 dealerships to capture more appointments over the phone. Car Wars identifies the calls needing attention and alerts managers to take action, gives dealers complete insight into what is happening on the phone, and actively helps them improve phone performance.

GENERAL SALES MANAGERS USE CAR WARS TO



Hold Sales team accountable for their daily activity.



Reallocate time from listening to calls to rescuing missed opportunities and training those that need it the most.



Determine which ad sources are producing genuine Sales opportunities.

CAR WARS REPORTS

When utilizing Car Wars reporting, you should be able to effectively manage your phone performance in less than 30 minutes each morning. These daily report should be used alongside of Car Wars alerts throughout the day.

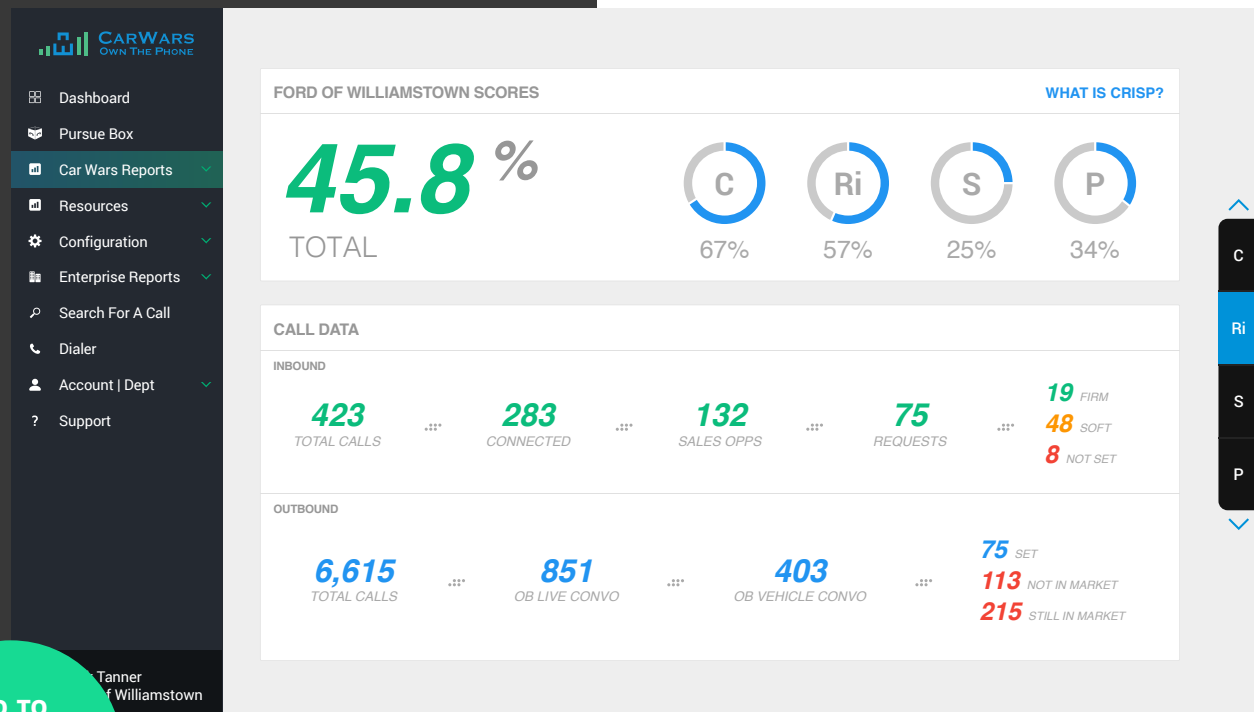
1

DEALERSHIP CRISP

The [Dealership CRISP Report](#) is a bird's-eye view as to how your store is doing in each crucial phone metric. CRISP is the acronym to score your ability to **Connect** callers to someone who can help them, **Request** the appointment and **Invite** potential customers into the dealership, **Set** the appointment for a firm date and time, and **Pursue** opportunities by making outbound calls.



Dealership CRISP



CONNECT

Focus on the calls that never connected first. Why was a call stranded? Do you have someone following up with these customers in the morning?

CALLS THAT NEVER CONNECTED

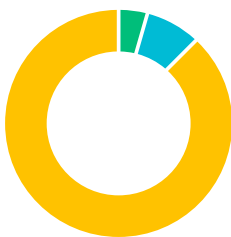


- 32% Reached voicemail, no message
- 29% Left a voicemail message
- 13% Left message with a person
- 13% Hung up while on hold
- 10% Other
- 3% Declined to leave a live message

PURSUE

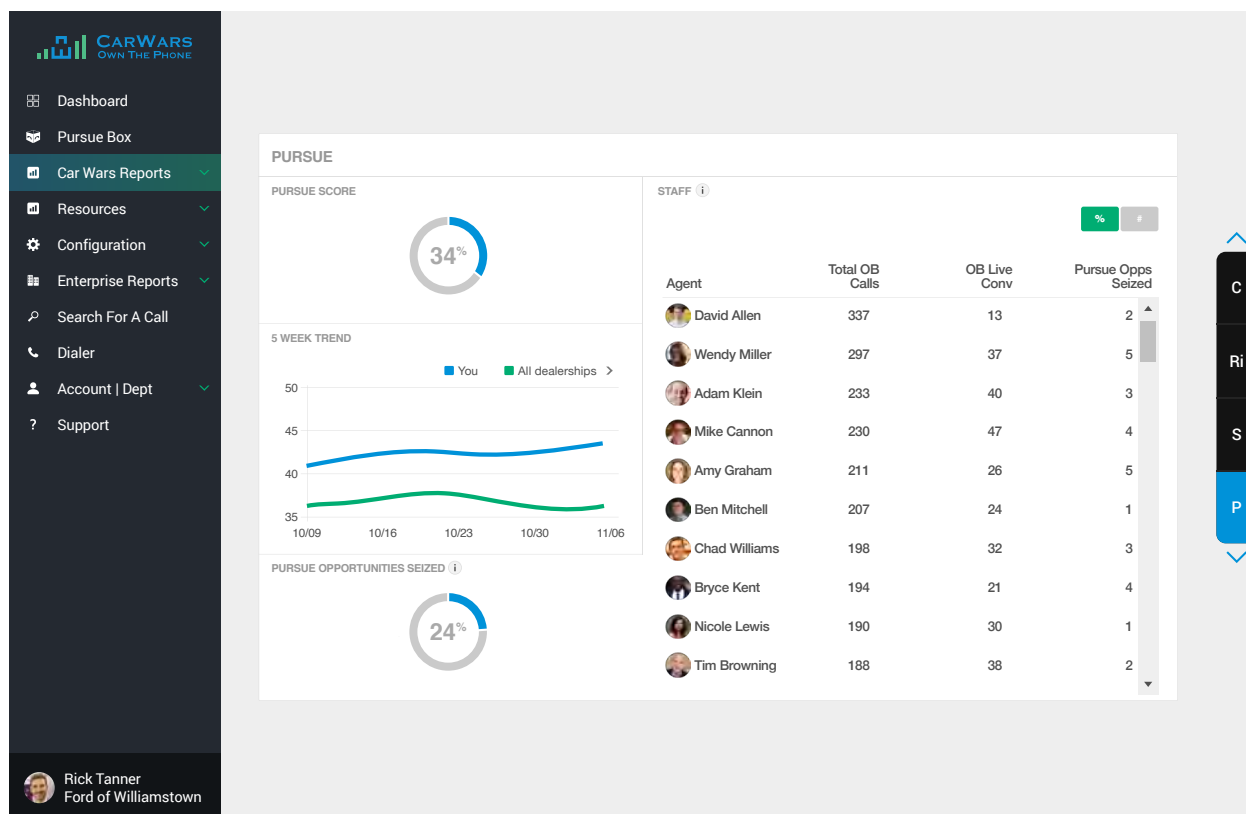
Check if your team pursued yesterday's stranded callers.

MISSED CUSTOMERS WHO RECEIVED A RETURN OUTBOUND CALL



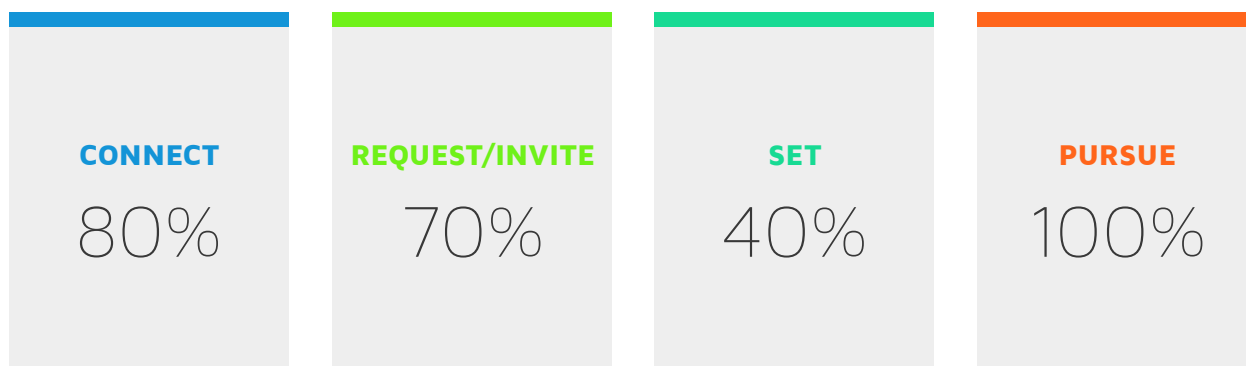
- 4% Received call and connected with a live conversation
- 8% Received call but didn't connect
- 88% Did not receive return outbound call

Under the Pursue section, take a look at how well your team is successfully reconnecting with missed appointment opportunities.



CRISP BENCHMARKS

100% on all of these metrics may be unrealistic. Car Wars recommends aiming for these CRISP benchmarks:



REVIEW FREQUENCY

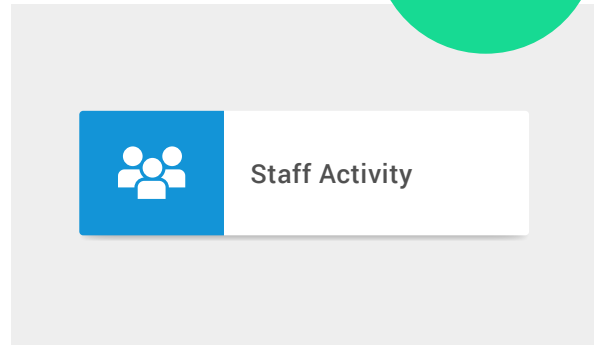
✓ Daily ✓ Weekly ✓ Monthly

2

STAFF ACTIVITY

GO TO
STAFF
ACTIVITY
REPORT

The [Staff Activity Report](#) gives you a holistic view of who is doing a good job on the phone and who should undergo further CRISP training. The Staff Activity Report pairs inbound and outbound phone calls to make staff performance easier. Reviewing this report on a daily basis instills outbound accountability among agents.



Check yesterday's Staff Activity Report:

- Check team's performance to see who is handling calls. Identify if an individual agent needs help requesting or booking appointments.
- Look at how many calls were unclaimed. Work with your team to claim their phone calls with their phone code or complete [Voice Recognition enrollment](#).
- Review the total number of live conversations each agent had yesterday to assess outbound performance. Who is successfully executing outbound calls and reaching the customer?

CARWARS
OWN THE PHONE

- Dashboard
- Pursue Box
- Car Wars Reports
- Resources
- Configuration
- Enterprise Reports
- Search For A Call
- Dialer
- Account | Dept
- Support

Rick Tanner
Ford of Williamstown

Oct. 1 - Oct 8, 2019

OUTBOUND AND INBOUND STAFF ACTIVITY

CAR WARS SALES

Agent	Total Outbound	Unique Outbound	OUTBOUND			INBOUND			
			Live Convo	Vehicle Appt Convo	Appt Set	Avg. Talk Time	Sales Opps Claimed	Appt Requests	Appts Booked (Firm Soft)
David Allen	873	499	116	12	4	1:09	2	2	0 1
Wendy Miller	843	434	76	11	9	1:09	10	8	3 4
Adam Klein	685	331	73	9	4	1:05	10	1	1 0
Mike Cannon	644	429	76	7	1	1:21	5	4	2 1
Amy Graham	611	370	95	6	2	1:00	8	4	1 2
Ben Mitchell	311	120	46	11	4	1:04	1	1	0 1

REVIEW FREQUENCY

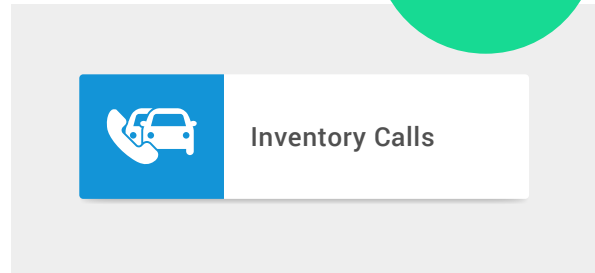
- ✓ Ongoing basis throughout the day
- ✓ Weekly
- ✓ Monthly

3

INVENTORY CALLS

GO TO
INVENTORY
CALLS POD

The [Inventory Calls pod](#) houses all the calls identified as Sales opportunities (AKA your hottest leads) from yesterday and today. Prioritize your effort with callers who are ready to buy. Follow up and ensure they're invited into your dealership.



Wed, Oct 2, 2019 - 12:09 PM

Connected, Sales opp
No appt request

Bryce Kent
 29% Talk Time

214-555-0000
[Open in CRM](#)

Website • 469-555-1000 • Ext 3

Agent answers the call. Caller & agent greet each other. Caller's name is Rob – #214-555-0000. Caller is interested in the stock number: #12345, 2019 Ford Escape & asked for availability. Caller talks about his vehicle preferences regarding specs, features & color. Agent & caller set a call back for the agent to check the availability of the vehicle. Call ends.

Initiate a call to the customer with Click-to-Call!

- Salvage missed opportunities by calling and offering an appointment.
- Look for training opportunities and highlight those in weekly Sales meetings.
- Go into this pod each morning and call to confirm appointments.
- Make sure the lead is logged and assigned to an agent in CRM by using the **Open in CRM** link.
- Track how many Sales opportunities you receive on a regular basis.

REVIEW FREQUENCY

✓ Daily

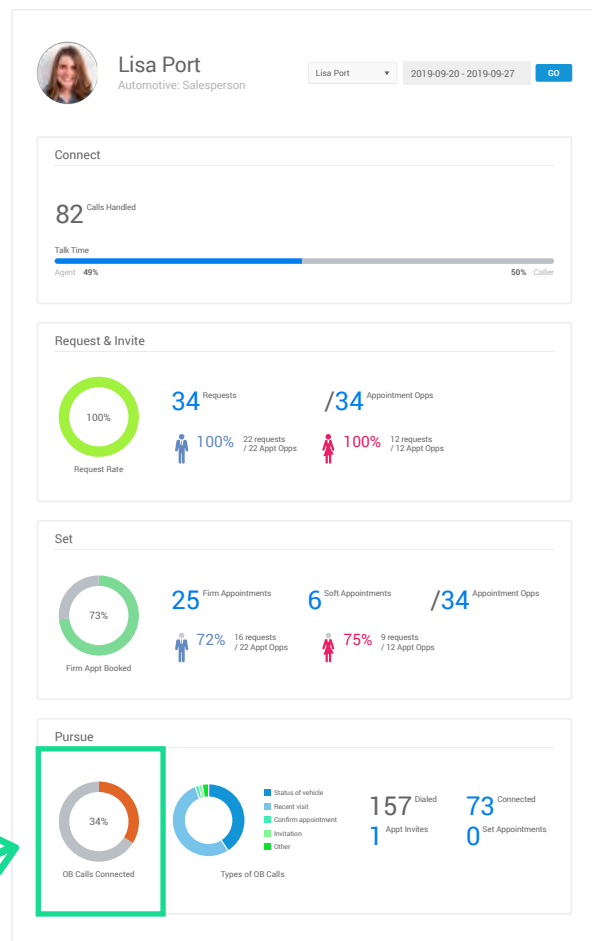
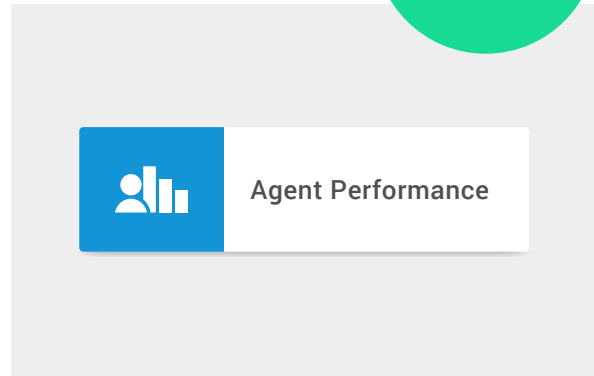
AGENT PERFORMANCE REPORT

GO TO
AGENT
PERFORMANCE
REPORT

The [Agent Performance Report](#) provides a detailed view into how each agent is handling phone calls. The report allows you to pinpoint exactly where each agent can improve. Use this report alongside a daily checkout in CRM to increase accountability on every phone call or during one-on-one reviews with your team to help agents who are struggling.

- Select the agent from the dropdown for a full breakdown of the agent's phone handling performance.
- Check how often the agent is requesting the appointment. Aim for 70% on Request and Invite.
- Click on the blue hyperlinked numbers to pull up the complete list of calls. Listen to the calls for training opportunities.
- See how well the agent is successfully executing on outbound calls. Focus on the number of *Connected* calls, not number dialed, meaning the call resulted in a live conversation.

Yikes, this agent is only pursuing 34% of callers!



REVIEW FREQUENCY

✓ Weekly

5

AUTOMATED REPORTS

GO TO
AUTOMATED
REPORTS

Use the [Automated Reports](#) page to receive any Car Wars report directly to your email inbox on a daily, weekly, or monthly basis. This helps keep your reporting in the forefront for continuous improvement. The reports are easily shared so you can hold other managers accountable to performance metrics.



Automated Reports

Build a new automated report

Customize your automated report to get the most important calls in your inbox. Add alerts for other calls, change the frequency of your alerts, or track high-level performance reports to each email.

1 Reports

Select the report(s) you wish to include.
If you would like to receive the Staff Activity report multiple times a day, do not select any other reports or calls.

Group Summary

Tracking Line Summary

Connect Performance

Request/Invite Performance

Dealership Trends

Set Performance

Staff Performance

AutoTrader.Com

Cars.Com

User Engagement

Car Wars Competitions

Dealership CRISP

Staff Activity

Call Volume

Enterprise CRISP

Agent Performance

2 Calls

What type of calls should we send you? Call alerts will let you listen to the audio recording and take action on each call.
If you would like to receive immediate alerts each time a particular type of call happens, select Individual Call Alert in the frequency section and do not select any reports above.

☐ All calls

Inbound

☐ Didn't Connect/No Message Left
 ☐ Hung Up On Hold
 ☐ Left Live Message
 ☐ Left Voicemail
 ☐ Inventory call
 ☐ Firm Date/Time
 ☒ Soft Date/Time
 ☒ Appt Not Set
 ☒ Failed to request an appointment

Outbound

☐ Outbound live call
 ☐ Appointment set (Outbound)
 ☐ Appointment no set (Outbound)

Select Specific Tracking Lines

REVIEW FREQUENCY

✓ Daily ✓ Weekly
✓ Monthly

Staff Activity Report ✓ ✓ ✓

CRISP Report ✓ ✓ ✓

Soft Date/Time ✓

Appointment Not Set ✓

Failed to Request an Appointment ✓

Set up **Missed Opportunity Alerts** to receive notifications via text or email every time a caller didn't connect to an agent, an agent failed to request an appointment, or a soft appointment lacking a scheduled date and time was set. The alert provides the most important call details so you can quickly react and capture interested customers.

LEARN MORE

Check out Car Wars' Tips & Tricks resource to learn more best practices and tools for leveraging the phone.



Tips & Tricks

Need help with your account? Click on the Support resource or contact Car Wars' Support Team at 214-446-7867.



Support

SCHEDULE A CONSULTATION

- Visit carwars.com/home/schedule
- Email clientsuccess@carwars.com

