








Follow Up Call Checklist



BEFORE THE CALL	DURING THE CALL
<p>PREPARATION IS KEY!</p> <ul style="list-style-type: none">• Don't just pick up the phone.• Think!• Plan your call before you start. 	<p>ASK / INTRODUCE</p> <ul style="list-style-type: none">• Am I speaking to Mr / Mrs Jones?• It's Jim from <dealership>, do you have 2 minutes to talk? 
<p>HAVE CLEAR OBJECTIVE(S)</p> <ul style="list-style-type: none">• What is the purpose of your call?• What do you want to achieve? 	<p>EXPLAIN THE REASON FOR THE CALL</p> <ul style="list-style-type: none">• Why are you calling? 
<p>REVIEW PREVIOUS CONTACT NOTES</p> <ul style="list-style-type: none">• Prompt your memory of the customer.• Make it look like you remember the last conversation. 	<p>BUILD RAPPORT</p> <ul style="list-style-type: none">• Remember something personal - hobbies, pets, a holiday they were due to take. 
<p>HAVE A PLAN</p> <ul style="list-style-type: none">• Know how you are going to achieve your call objectives.• Have notes ready. 	<p>BE POSITIVE!</p> <ul style="list-style-type: none">• Everything is great news! 