

Best Practices to Maximize Your Phone Leads

Phone leads have a 44% higher close rate than email leads on CarGurus, and optimizing your lead response strategy is key to driving conversions.*

Communicating with the Customer



Get the Basics Right

Picking up the phone promptly is important, but not always possible. Make sure your voicemail is set up to ask for details like the shopper's name, why they called, and the best time to call back.



Avoid Yes or No Questions That Can Kill A Conversation

For example, don't ask, "Does 9:30 work for you?" Ask, "I have an opening at 9:00 and 10:00. Which one works for you?"



Give Consumers the Information They Want

You probably aren't going to sell a car during the first phone call. Instead, focus on providing a pleasant experience—even answering pricing questions—so they continue to engage with you.



Respond to All Leads Strategically

Always call back within 10 minutes and leave messages that are clear, short, and to the point. Keep calling—and emailing—for 60 days, then switch over to weekly emails.

Pro Tip: Invest in an email automation software to develop a digital relationship with phone leads, and take the effort off your reps.

Tracking Phone Leads



Collect the Information You Need to Follow Through

Train your staff to collect basic contact details for EVERY caller, to keep track of the shopper's interactions with your dealership. This includes:

- ✓ Name
- ✓ Phone number
- ✓ Email address
- ✓ Reason for call



Set Up Call Tracking to Measure and Improve Lead Quality

Make sure your phone leads are properly attributed, because if you know where good phone leads come from, you can invest more in those sources. With the right tracking, you should be able to identify:

- ✓ Where the shopper found your phone number
- ✓ Any necessary follow-up
- ✓ Results, like an appointment or sale

**Want to learn more?
Call 1-800-CARGURUS.**