



Recall Checklist

- Call Center/Advisors/Receptionist(s) are Prepared to handle Large amounts of calls.
- We have a script for recalls.
- We prepare for recalls the night before and determine our opportunities by reviewing history (when applicable)
- Our Advisors have prepared a Script to Say to new Customers.
- Our Advisors perform a Walk-Around Inspection with the guest.
- Our Advisors review recommended maintenance with the guest.
- Advisors offer the guest a multipoint inspection.
- Advisors prepare a Best, Better, Good estimate for additional work with competitive labor pricing.
- If guest says “No,” then the manager employs a “Second Effort” Process
- We add all the names and information from the recall list to the DMS, and market accordingly.
- We add operation codes to define these “lost souls” and new guests, and continue marketing efforts to bring them back.
- We give them Alliance materials, Free Oil Change Coupon or something that will help drive them back to the dealership.
- Maybe a “Free Car Wash” and a \$24.95 oil and filter change.

Criss Consulting, www.crisconsulting.net, (724) 971-6372