

Creating an Appointment Culture

Knowledge Test

1. How many steps are required for The Perfect Appointment?
 - a. 2
 - b. 4
 - c. 6
 - d. 8
 - e. It's up to the manager

2. To set a strong appointment you need a specific date and time, a specific goal and...
 - a. ...the customer's email address.
 - b. ...manager approval.
 - c. ...at least one trial close.
 - d. ...a mental and verbal commitment by the prospect.
 - e. All of the above

3. The average dealer closes about ____ % of their internet appointments that show.
 - a. 9%
 - b. 20%
 - c. 50%
 - d. 60%
 - e. None of the above

4. Best practices for voicemails in an appointment culture include:
 - a. Always leave a voicemail
 - b. Make your voicemail compelling
 - c. Give a call-to-action
 - d. Highlight your persistence
 - e. All of the above

5. Responsible dealers give trade appraisal numbers over the phone.
 - a. True
 - b. False

6. When you receive an internet lead, you need to assume ____ other dealers also have that lead.
 - a. 0
 - b. 3
 - c. 5
 - d. 8

7. Strong appointments are those that are set for less than ____ hours from now.
 - a. 24
 - b. 48
 - c. 72
 - d. None of the above
 - e. Any of the above, it depends on the customer

8. The goal of a prospect phone call is to provide as much information as possible so the consumer can make an informed decision.
 - a. True
 - b. False

9. Hearing "I'll be in sometime before 8" from a prospect indicates you have a strong appointment.
- True
 - False
10. Average dealers close between ____ % and ____ % of the traditional Ups that walk their lots.
- 9; 20
 - 20; 30
 - 35; 45
 - 50; 60
 - 67; 80
11. The goal of all emails should be to drive a phone call.
- True
 - False
12. 1,000 quality phone calls equal ____ units sold.
- 30
 - 20
 - 15
 - 10
 - None of the above
13. 85% of your website visitors submit an email lead or call your dealership.
- True
 - False
14. "No Shows" should be investigated _____.
- 45 minutes before the appointment
 - at the scheduled appointment time
 - when they're 1 hour late
 - the day, though first thing in the morning
 - never, they were just tire kickers
15. It's not important to introduce every appointment to a sales manager before the test drive.
- True
 - False
16. Strictly following all steps of The Perfect Appointment allows dealers to achieve a/an ____ % close rate of appointments that show.
- 20
 - 50
 - 60
 - 67
 - 80
17. Telling a prospect "Be sure and ask for me" is an example of passive sales.
- True
 - False

18. The benefits of appointments include:
- Higher Grosses
 - Less Waste
 - Lower Costs
 - None of the above
 - All of the above
19. A goal of the In-Store VIP Treatment should be to have appointment sold and on the road in 90 minutes or less.
- True
 - False
20. The primary goal we should have for any prospect not yet in our dealership is to:
- Build rapport
 - Answer all the customer's questions
 - Sell the car
 - Set an appointment that shows
 - None of the above
21. Consumers shopping online just choose the one vehicle they want and then negotiate the best price.
- True
 - False
22. Managers should make all appointment confirmation calls.
- True
 - False
23. All of these activities are part of the pre-appointment preparation except:
- Create the deal jacket
 - Memorize the details
 - Clean the vehicle
 - Find two similar vehicles to display
 - Park the vehicle in a designated area
24. You can create and sustain an Appointment Culture without management involvement.
- True
 - False
25. In an Appointment Culture, activities are more important than results.
- True
 - False