

## 5 Steps to Confirming Appointments:

Goal: Increase showed appointments and avoid no shows and reschedules.

By just asking every prospect to confirm their set appointment can dramatically reduce no-shows and late arrivals. The point is to create a reminder of the underlying value of the appointment. An easy way to increase appointments that show is to have a consistent process for confirming appointments. Lets explore the various ways to achieve this goal.

There are two different actions we want the person to take:

1. Confirm the appointment (improve likelihood of attending)
2. Attend the appointment

### Follow these 5 steps:

**Step One:** Introduce yourself with a friendly and warm greeting.

**Step Two:** Thank prospect for their time on phone call with your associate.

**Step Three:** Confirm appointment date and time.

**Step Four:** State your team has blocked off time especially for them and you look forward to welcoming them to your dealership.

**Step Five:** End call.

### Tips:

- Avoid asking, "Do you have any questions?", "Is there anything else I can do for you?", "Do you have a trade?", "Will you be financing or leasing?", or questions of the like.
- Recognize that your goal is to show the guest we appreciate them and to repeat back the appointment date and time.

- Short and to the point.
- Use warm and welcoming language to make them feel at ease about attending the appointment.

## **Processes to Confirm Appointment:**

1. At time of booking appointment, the BDC/Sales Representative explains that their "Team Leader" would like to say hello and be a second point of contact. The Representative pages a manager and briefs on prospect notes. The manager would then take the phone call and introduce themselves then follow the 5 Steps to Confirming Appointments.
2. When appointment is booked, the Representative schedules an appointment confirmation call in the CRM tasks. You have to determine who will call to confirm the appointment - Representative, Manager or Team Member?
3. 3. Dedicated person who confirms all appointments.