



- ✓ Are you converting phone-ups into showroom appointments?
- ✓ Is your staff courteous, helpful and efficient on the phone, do they record customer names and phone numbers?
- ✓ Does your staff offer to make the service appointment?
- ✓ Do your parts personnel attempt to get a purchase commitment?

Dealer organizations cannot afford to allow their sales staff to waste valuable telephone prospects by lackluster or poor telephone handling.

Find out if your vehicle salespersons are pre-qualifying and “blowing out” solid prospects. Are your service advisors convincing callers to do business with your service department and making the appointment? Do your parts counter people ask for the sale? Is your staff courteous, interested in the caller’s needs and efficient on the phone?

PhonePro — Telephone Mystery Shopping Service

Telephone mystery shopping on compact disc can reveal problems that management may not even know exist—and can be a powerful first step toward strengthening the effectiveness of your organization. **A compact disc doesn’t lie!**

What PhonePro includes:

- ☎ Customizing the shopping criteria to the manufacturer’s needs or dealership’s selling system, departmental concerns or needs for the new or used vehicle showroom, service department, body/paint department and retail or wholesale parts counter.
- ☎ Select professional phone shoppers based on the profile and scenario established by the dealership or manufacturer.
- ☎ ARR provides compact discs only or compact discs with optional scored reports, shopping summaries, employee performance rankings, dealership trend analyses for each shopping period.
- ☎ In addition, our expert consulting advice and optional telephone training, can put your telephone communications on the right track to deliver results and improve your efficiency, profitability and customer satisfaction.

- Find out what really happens when customers call your dealership.
- Improve employee performance on the telephone.
- Increase closing ratios and service appointments.
- Improve factory CSI ratings.

Why should I use “telephone” Mystery Shoppers on compact disc?

- ☎ They answer one major concern: are we making appointments to get the prospect into the dealership for a test drive, service work or a parts purchase?
- ☎ They tell me if we get names, phone numbers and are courteous, helpful and efficient on the telephone.
- ☎ They help relieve most of the same concerns that are answered by walk-in mystery shopping services. **Compact disc doesn’t lie!**



**W.C. SMITH
Automotive
Retailing
Resources**

8216 Ashford Blvd.
Laurel, MD 20707
(301) 498-5075

PARTIAL LISTING OF PHONEPRO CLIENTS

American Service Center (Mercedes), Arl., Va.
Ralph Mastantuono – General Manager (703) 525-2100
Autobahn Motorcars, Fort Worth, TX,
John Chase, President, (800) 433-5602
Autohaus Tischer (Honda & VW), Laurel, Md.
Randy Helman, General Manager, (301) 498-7400
Capitol Cadillac Company, Greenbelt, Md.,
Wayne Quackenbush, General Manager, (301) 441-9600
Competition Imports (Mercedes, BMW), Smithtown, NY,
Nancy Buzzetta, Vice President, (631) 265-2204
Criswell Chevrolet-Lotus, Gaithersburg, Md.,
Harry Criswell III, President, (301) 948-0880
Dyer & Dyer Volvo, Chamblee, GA,
Richard Dyer, President, (770) 452-0077
Fairfax Honda/Volkswagen/Volvo, Fairfax, VA,
Cary Schwab, General Manager, (703) 934-8500
Fair Oaks Dodge, Fairfax, VA,
Larry Pateros, President, (703) 385-3500
Fox Automotive (6 locations), Baltimore, MD,
Bill Hurwitz, Vice President, (410) 265-7777
Haberstad BMW, Huntington Station, N.Y.
Erik Haberstad – President (516) 271-7177
Heritage Chrysler, Baltimore, MD,
Alex Kazarus, General Manager, (410) 661-3400
Herson's Honda (4 locations), Rockville, MD,
George Pittenger, Fixed Operations, (301) 279-8600
Herb Gordon Nissan, Silver Spring, MD,
Jay Sponseller, Service Director, (301) 890-8200
Highland Chrysler-Jeep, Grand Rapids, MI,
Doug Breuker, General Manager, (616) 243-8048
Hill and Sanders Ford, Wheaton, Md,
Kevin McLaughlin, President, (301) 949-4060
Jack Evans Chevrolet-Cadillac, Front Royal, Va,
John Evans, President, (800) 532-4389
JBA Chevrolet, Inc., Glen Burnie, MD,
Mark Aiello, General Manager, (410) 766-6300
Jennings Chev-Cad, Chambersburg, Pa
Skip Jennings – President (800) 296-8025
Ken Dixon Chevrolet-Buick-Cadillac-Honda-Mazda,
Waldorf, MD, Danny Tayman, V.P/GM, (301) 645-7000
Koons Tysons Toyota, Vienna, Va,
Bob Farlow, General Manager, (703) 790-5920
Land Rover of North America, Inc., Lanham, MD,
Steve McKnight, General Manager, (301) 731-9045
Lindsay Lexus, Alexandria, VA, Jeff Warner, General
Manager, (703) 931-3000
Lindsay Volkswagen, Sterling, Va
John Overend – Parts & Service Director (703) 880-8000
Luskar Automotive (4 Lustine Locations), Hyattsville,
MD, Lou Kairys, President, (301) 927-7200
Lustine Toyota & Dodge, Woodbridge, Va.
Jim Giddings – General Manager (703) 643-1440
Martens Cars (VW-Volvo), Washington, DC
Steuart Martens Vice-President (202) 537-3000
Mercedes-Benz of Alexandria, Va.
Ralph Mastantuono – Vice President (703) 341-2100
Mid-Atlantic Cars (Brown's, 17 Locations), Fairfax, VA,
Danny Legge, President, (703) 352-5555
Nissan Motor Corporation, Herndon, VA,
Steve Schallau, Balt. Metro Consult, (410) 203-9115
Ourisman Dodge/Suzuki, Alexanderia, Va,
Andy Heye, General Manager, (703) 329-1600
Ourisman Fairfax Toyota, Fairfax, Va,
Vince Thibodeau, Service & Parts Dir., (703) 359-1010
Pulliam Ford, Columbia, SC,
Harold Wray, Vice President, (803) 254-4000
Rosenthal Automotive (9 locations), Arlington, VA,
Don Bavely, COO, (703) 553-4300
Sport Chevrolet Company, Silver Spring, MD,
Robert Fogarty, President, (301) 890-6000
Stohlman VW/Subaru/Mitsubishi, Vienna, VA,
Cathy Rusnak, Vice President, (703) 893-2990

PhonePro — Telephone Mystery Shopping Service

SATISFIED PHONEPRO CLIENT TESTIMONIALS

"PhonePro has been an excellent tool to monitor our sales, service and parts employee performance, set customer handling standards, improve selling skills and customer satisfaction at our 16 dealership locations." (Rosenthal Automotive uses PhonePro to monitor service treatment, establish customer handling standards and improve the appointment ratio. Rosenthal provides positive reinforcement to the mystery shopping program by rewarding employees for outstanding shopping scores.)

Mr. Dick Patterson, Chief Operating Officer
Rosenthal Automotive Organization, Arlington, Virginia.

"Wally Smith has performed service, body shop and parts department telephone shopping for our four locations. He mystery shops our fixed operations and records on audio cassette tape the handling our employees afford potential customers. His phone shops help us establish phone standards, dialogue to impress customers and to form some habits by our employees. His phone shops immediately provided results in cultivating phone prospects.

Wally has helped us capture business we were leaving on the table."

Mr. George Pittenger, Service & Parts Coordinator,
The Herson's Dealerships, Rockville, Maryland.

"Wally Smith's phone shops focused our service and parts staff on capturing the service and parts phone prospect for our dealership instead of letting them go to the competition. His mystery shops on audio tape act as a training aid and test the performance of our staff. We were impressed with the effectiveness of the mystery shopping program. I was surprised to hear employee compliments about the shops. I have recommended his phone shops to many others."

Mr. Paul Sonnhalter, Service Director, Fairfax Honda, Fairfax, Virginia.

**Call (301) 498-5075 to see how our checklist can
deliver solutions for you.**



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