

9. AFTER SALE FOLLOW UP

WHAT	WHY	HOW	YOUR TAKE
CALL THAT DAY	MAINTAIN RAPPORT, CONSISTENCY AND SHOW YOU CARE	“Just a quick call to see how you are enjoying the first day in your new car and to answer any questions you may have”	
THREE DAYS	IF A NEW CAR TO REMIND THEM ABOUT THE SURVEY	Just a quick call to check in and are we still a 10 out 10. Have you been anywhere special? What do you like best so far? Would you like me to book your first service?	
SEND A THANK YOU NOTE AND REFERRAL PROMPT	KEEP YOU TOP OF THEIR MIND	Confirm customer rewards program and survey	
ACTIVATE 36 MONTH FOLLOW UP PROGRAM	CONSISTENT COMMUNICATION	Referrals, service and repeat purchase. Customer rewards Customer evening	