



HOW TO **SUCCEED** ON THE PHONE NINJAS METHOD

Double or Triple Appointment Set and Show Rates, the Right Way



WE'RE EXCITED YOU'RE WITH US

The following pages are a simple guide for your store and team to be as successful as possible with the Phone Ninjas Coaching Method.

We routinely double or triple appointment set and show rates the right way, and it's entirely sustainable. We're largely manager hands-off; we know you have more than enough to do than to worry about us. So, we've put together a simple overview guide that outlines how to be successful using Phone Ninjas. Follow this, and your store will improve.

U N L I C K SALES SUCCESS

HOW WE DO IT



We Train.

We provide a multi-touchpoint continuous and ongoing training method for the staff to be able to handle a multitude of scenarios that arise on the phones.

What Is Training?

It's teaching, coaching, and getting someone better at a skill set. We're not just "telling" them to GET CONTACT INFO; we're showing them how to do it and working with them to learn situationally. That's what training is, that's what we do.

OUR METHOD

OUR ACTIVE COACHING METHOD IS **TESTED** AND STUDIED

NO PRETEND CALLS

We don't place pretend calls to the store for training, we only use fresh customer calls

NO OPINIONS

We don't give our "opinion," we only coach from proven score- sheets based on a high number of successful outcomes

NO GUESSING

We don't "guess," our method is proven with 10 years of tracked and studied retail-focused results

THE FOUR CORNERSTONES OF OUR APPROACH

KNOWLEDGE

knowing *what* to say

SKILL

knowing *when* to say

CONSISTENCY

forms *positive* habits that become second nature

CONFIDENCE

belief in oneself

CERTIFICATION PROCESS

HOW **YOUR AGENTS** BECOME CERTIFIED PHONE NINJAS

THE PATH TO CERTIFICATION

Bite-sized pieces of highly impactful and fresh training that are easily implemented, starting with basic phone skills and progressively building to more advanced situational objection handling scenarios.

We build a foundation, and from there, we continue and maintain through our essential coaching using real customer calls, which we pull from the dealer's tracking provider for each agent.

7 Inbound Videos*

10 Outbound Videos*

10 Objection Handling Videos*

Corresponding Situational Scripts
with supporting videos

*Quizzes on each section.

Must maintain certification on each section.

THREE STEPS TO SUCCESS

THESE ARE THE **MUST-DO STEPS** FOR YOUR TEAM AND STORE TO BE
SUCCESSFUL ON THE PHONE NINJAS METHOD

1

Require that your phone agents maintain their certifications in order to take calls. *This rule should apply to every agent without exceptions.*

This step is **essential** because if an agent is not certified, we believe they're not ready, and thus, they're only going to squander opportunities.

2

Require that all sessions are completed by your agents within 48 hours of receiving them.

An agent must complete a session when it's fresh in their head. They're listening to their conversation with their prospect, and they'll be able to recall what did or didn't happen; this is **highly effective**.

3

Require that all 1:1's are scheduled in advance and are attended by respective agents.

1:1s are where agents may role-play and review their percentages, wins, and losses; it is an open and **honest dialogue**. Also, if something is on management's radar, the team will focus on it.

PLEASE KEEP IN MIND

AS WE BEGIN OUR PHONE SUCCESS JOURNEY TOGETHER, WE APPRECIATE YOUR EFFORTS TO COMPLY WITH THE FOLLOWING:

1

Phone Ninjas is largely manager hands off.

- What that means is **we do the heavy lifting**.
- We need management to abide by our recommendations: for any uncertified agents to not take calls, ensure agents attend 1:1's, and make certain agents review sessions within 48 hours of receiving them.
- What we ask for is simple: please bring us up once or twice a week in a sales meeting.

2

On enrollment forms, please provide agents' **cellular numbers and NOT desk extensions or dealership direct dials.**

3

The Store Champion should be someone with the time available to review and take action.

We must actively transition after 30 days from sales to coach for a seamless hand-off. This transition includes official introductions and the sharing of contact info.



WHEN IN DOUBT, JUST DO THE MATH

DO PHONE NINJA MATH

**MOST VIEWED
SESSIONS**

+

**1:1 REGULAR
ATTENDANCE**

=

**BEST
PERFORMING
AGENTS**



Questions about your success?



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