

FOLLOW-UP CADENCE

Install the Hour 4 / Hour 24 / Hour 72 cadence

Your CRM is a filing cabinet, not a follow-up system. Disciplined persistence by the salesperson beats pressure on the customer, and it is the cheapest volume in the store.

THE STANDARD

- Hour 4: a personal text, written before the guest leaves the store, specific to that guest and that vehicle — never a template blast.
- Hour 24: a manager — not the salesperson — calls every unsold guest. A different conversation and a different result.
- Hour 72: a salesperson video from the lot with a specific reason to engage.
- 3-2-1 messaging discipline governs tone and length on every touch.

INSPECT TODAY

- Open the CRM on yesterday's unsold list. Read the Hour 4 texts out loud. Would you have replied?
- Check which Hour 24 calls a manager actually made, by name, not by task status.
- Watch one Hour 72 video. Does it give a reason to engage or just say hello?
- Coach the misses the same morning. Tomorrow is a new list and yesterday's is gone.

SAY IT LIKE THIS

"Read me the text you sent before they left the lot."

"That call is mine, not yours. Give me the number."

"What is the specific reason for this guest to call you back today?"

INSTALL THIS WEEK

- Write the Hour 4 personal text before the guest leaves the store.
- Assign the Hour 24 call to a manager on every unsold guest.
- Require an Hour 72 video from the lot with a specific reason to engage.
- Inspect the cadence daily on the previous day's unsold list and coach the misses the same morning.

DAILY RECORD – NO NEXT ACTION WITHOUT AN OWNER

DATE	WHAT WAS INSPECTED	WHO WAS COACHED	NEXT ACTION	OWNER