

# Prepare for Electric Vehicle (EV) Phone Conversations

Tips & Tricks

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# What Dealers That Consistently Achieve Low Failed Call Rates do to Excel



- Use a live receptionist or BDC to answer your phones:  
Dealers with the lowest failed call rates do not use an IVR. A human is always better than a machine, people can get frustrated waiting for a real person to come on the line.
- If you must use an IVR, check it regularly:  
Listen to your IVR regularly; make sure it routes as expected, make sure all options work, listen to how long the caller waits before being transferred, and how many times the phone rings. Is there an opportunity to make the process shorter and get your customer to an agent quicker?
- Review your campaign listings:  
Have a clear view of what call-tracking numbers (CTNs) you have in the market, and just as important, where those numbers are at your dealerships. Call each number and make sure they are working and routing properly. IVRs typically drive the highest number of failed calls, so a little bit of dedicated effort on your team's part will go a long way.
- Service Numbers:  
Make sure you are routing your service customers in a way that delivers the best possible customer experience. Mistakes that can occur include:
  - Ringing all phones in the service area at once. Often Service Writers intend for someone else to answer and a caller can wait longer than needed.
  - Ringing the service area phone once and if no pickup after X-rings, transferring to the next service number, etc., until someone picks up. These processes lead to long wait times and often abandoned calls.
- Add all tracked calls to Spotlight:  
Add all your call-tracking numbers to your call-tracking program. This provides better insights into what is happening across all calls coming into your dealership – and more call volume helps lower failed call rates when actively managed.

## EVs Are Different and Require Additional Training and Preparation, But Core Call Handling Skills Are the Same



- Utilize Specialized EV Training:
  - Provide specialized training sessions focusing on EV features, benefits, and common customer inquiries.
  - Offer role-playing exercises to simulate EV-related phone conversations and arm the team to manage potential objections effectively.
- Stay Updated on EV Industry Trends:
  - Keep abreast of the latest developments in the EV market, such as new models, charging infrastructure expansion, and government incentives.
  - Regularly update your team on any changes or advancements in EV technology and regulations.
- Highlight Environmental Benefits:
  - Educate your team on the environmental advantages of EVs, including reduced emissions and dependence on fossil fuels.
  - Equip them with compelling talking points to articulate the sustainability advantages of EV ownership to customers.
- Address Range Anxiety Proactively:
  - Train your team to address common concerns about range anxiety by providing accurate information on EV range capabilities, charging infrastructure availability, and advancements in battery technology.
  - Offer solutions such as home charging stations and the availability of public charging networks to alleviate customer apprehensions.
- Emphasize Maintenance Cost Savings:
  - Educate your team on the lower maintenance costs associated with EVs compared to traditional internal combustion engine vehicles.
  - Highlight the reduced need for oil changes, fewer moving parts, and potential savings on long-term maintenance expenses.

- Offer Test Drive Incentives:
  - Encourage your team to promote test drives of EV models by offering incentives or special promotions.
  - Emphasize the unique driving experience and benefits of electric vehicles during test drives to increase customer interest and confidence in EV technology.
- Provide Exceptional Customer Service:
  - Emphasize the importance of providing exceptional customer service to all customers, regardless of their interest in EVs.
  - Train your team to actively listen to customer needs, offer personalized recommendations, and follow up promptly to address any concerns or questions.
- Stay Flexible and Adaptive:
  - Continuously evaluate and adapt your phone conversation strategies based on customer feedback, market trends, and emerging EV technologies.
  - Encourage open communication within your team to share best practices and lessons learned from successful EV interactions.

## Common EV Sales Questions and Discussion Topics



1. Range Questions:
  - Customers often inquire about the range of electric vehicles (EVs) and how it suits their typical driving habits.
  - Range anxiety, or the fear of running out of charge before reaching a charging station, is a common concern. Salespeople address this by discussing the range capabilities of specific models and the advancements in battery technology that extend range.

2. Charging Network Questions, Availability, Type, and Cost:
  - Customers want to know about the availability and reliability of charging stations, both locally and for long-distance travel.
  - They inquire about the types of chargers (Level 1, Level 2, DC fast chargers) and their compatibility with their EV.
  - Cost considerations include factors like subscription fees, per-use charges, and any membership programs associated with charging networks.
3. Battery Life and Replacement Cycle:
  - Customers are interested in the longevity of EV batteries and potential costs associated with battery replacement.
  - Salespeople educate customers on battery degradation over time and warranty coverage for battery-related issues.
  - They may also discuss advancements in battery technology that improve longevity and reduce replacement costs.
4. Resale Value:
  - Prospective buyers inquire about the resale value of EVs compared to traditional internal combustion engine vehicles.
  - Sales professionals highlight the potential for higher resale values due to factors like lower maintenance costs and evolving market demand for EVs.
5. Tax Savings:
  - Customers often ask about tax incentives and rebates available for purchasing an EV, such as federal tax credits or state-level incentives.
  - Salespeople provide information on eligibility criteria, the amount of savings, and how to claim these incentives.
6. Availability and Cost of Home Charging:
  - Customers want to know about the feasibility and cost of installing a home charging station.
  - Sales staff discuss the various home charging options, installation requirements, and potential costs involved, including equipment and electrical upgrades if necessary.
7. Sales Process (as it Competes with Direct-to-Consumer):
  - Customers may inquire about the sales process for purchasing an EV, especially in comparison to traditional purchase models.
  - Sales professionals explain the convenience of direct-to-consumer sales models, where customers can order online or through company-owned stores.
  - They also highlight the advantages of traditional dealership sales, such as in-person test drives, financing options, and after-sales service support.

