**Fix My Call — 2025-07-31 — Marissa Cox**

**Impression [Tonality/Charisma/Speed/Word Choice]**

Needs Work | Okay | Good | Great

Warm, friendly greeting and steady pace. Clear willingness to help. Missed a quick empathy moment about the caller’s phone trouble and the shop name sounded unclear—tighten branding line for consistency. Word choice was simple and professional.

**Leadership & Professionalism [Conciseness/Confidence/Preparedness]**

Needs Work | Okay | Good | Great

Direct and concise; offered an appointment time confidently. However, control of the call was limited—no expectations set about the visit length, what the inspection includes, or next steps. Did not repeat or lock down details (date/time, location) to prevent confusion.

**Execution [Scripts Used/Driving Conversation/Achieved Goals]**

Needs Work | Okay | Good | Great

Secured a time, but missed core Sales Fix intake steps: verify full name, capture callback number and email, year/make/model and mileage, primary concern, transportation needs, and desired ‘needed-by’ time. No value build (what the oil service + inspection includes), no DVI framing, no confirmation process or follow-up plan. Risk of a low-quality appointment and potential no-show.

**Next Steps**

• Run the Sales Fix Appointment Intake script on every call: name (spell it), best callback number, email, year/make/model/mileage, primary concern, special requests, transportation needs, and when the vehicle is needed back.

• Value-build the oil service: briefly outline what’s included and the courtesy inspection; frame the Digital Vehicle Inspection (photos/videos sent by text) and how approvals work.

• Set expectations: give an estimated drop-off window, inspection-to-estimate timeline, and update method; ask for the ‘needed-by’ time.

• Close with a 3-part appointment close: recap concern, promise the benefit (clear report and options), and set expectations for the first update; then repeat the date/time/location and send a text/email confirmation.

• Standardize the greeting: “Thank you for calling [Shop Name], this is Marissa. Who do I have the pleasure of speaking with?”

• Always lock the calendar: confirm 3:30 today, send a confirmation text with address and drop-off instructions, and invite to reply ‘HERE’ on arrival.

• Use an intake sheet or POS template to capture details before offering times; only then present the first available slots.

• Acknowledge and empathize: brief empathy line for caller friction (e.g., phone issues) to build rapport.

• If an appointment is set without details (like this call), follow up immediately to complete intake and send confirmation.

**Overall Score:** 70%

**Your Reviewing Trainer:** Mike Tatich