**Fix My Call — 2025-10-09 — Marissa Cox**

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

Needs Work | Okay | Good | Great

Warm, professional greeting with name and an open question. Tone was friendly and pace steady. Missed an empathy moment for the caller’s phone issues and didn’t use the caller’s name after he offered it. The phrase “What in the world?” is casual; swap for empathetic reassurance and name usage to increase rapport.

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

Needs Work | Okay | Good | Great

Concise but not directive. No discovery path or structure (customer info, vehicle, concern, logistics). Did not clarify drop-off vs. wait, time-to-service, or update method. Critical miss: no callback number captured despite phone issues. Use the Sales Fix Call Control: identify the customer, confirm contact, vehicle details, timeline, and communication plan.

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

Needs Work | Okay | Good | Great

Appointment time set (3:30) but core script elements were skipped: confirm full name and spelling, best phone/email, vehicle Y/M/M/plate, mileage, oil spec, additional concerns, transportation needs, and expectation-setting (DVI, estimate window, approvals, turnaround). No recap or confirmation text/email. Missed a fleet opportunity since caller is from Five Star Roofing. Apply the Sales Fix New Appointment and Fleet Qualifier scripts to pre-write the RO and lock in the relationship.

**Next Steps**

• Acknowledge and use the name: “Gabe, I’m sorry about the phone trouble—thanks for borrowing a phone to reach us.”

• Sales Fix Greeting + Capture: confirm spelling of name and collect best callback number and email immediately (especially given phone issues).

• Run Discovery: vehicle year/make/model, mileage, license/last 8 VIN, oil spec preference, and any additional concerns (noises, lights, due services).

• Set Expectations: confirm 3:30 arrival, drop-off vs. wait, time window for inspection and oil service, DVI with photos/video, and approval process.

• Pre-sell Value: outline what’s included (multi-point inspection, fluid/top-off, tire check), warranties, and technician expertise; quote starting price and request a pre-authorization range.

• Confirm Communications: agree on text/email for estimates and updates; send a calendar confirmation with arrival instructions and who to ask for (Marissa).

• Fleet Qualifier: ask about additional company vehicles, unit numbers, maintenance intervals, billing preferences, and set up a fleet profile for Five Star Roofing.

• Close with a tie-down: “Gabe, I’ve reserved 3:30 for you. I’ll text a confirmation to [number]. When you arrive, ask for Marissa—I’ll be ready for you.”

• Pre-write the RO with captured details so the lane is prepared for a fast, confident check-in.

**Overall Score:** 65%

**Your Reviewing Trainer:** Mike Tatich