Why Dealers Fail or Struggle with After-the-Sale Follow-Up

1 They Prioritize the Next Sale Over the Last Sale

- **The biggest reason:** Salespeople are often focused on today's opportunities.
- **Discussion Point:** "What gets measured daily gets done. If management focuses only on today's sales, yesterday's customers get forgotten."

2 No Clear Process Exists

- **Who's Job Is It?**
- **Key Message:** "Consistency beats good intentions."

3 Salespeople Don't See the Long-Term Value

- **Reality:** The top-performing salespeople often generate a large portion of their business from repeat and referral customers.

4 Poor CRM Usage

- Dealerships invest in CRM systems, but many teams don't fully use them.

5 Lack of Accountability

- Processes fail when nobody is monitoring them.
- **Questions managers should be asking:** Was the customer contacted after delivery?

6 Fear of Hearing Bad News

7 Staffing and Time Constraints

- Turnover in automotive retail can create challenges.
- ***New employees may not be trained properly.***

The dealerships that excel at follow-up understand a simple truth

"A sold customer is not a completed transaction. They are the dealership's best source of future sales, service revenue, referrals, online reviews, and long-term profitability."

Most dealerships don't fail because they don't know follow-up matters. They fail because they lack the consistent processes, accountability, and culture needed to make it happen every time.