

DEALERSHIP LOST SALE SURVEY

Survey shoppers who visited or had a real conversation and did not buy, two to seven days after the deal went cold. A manager or BDC agent asks, never the salesperson who worked the deal. Ask questions 1 to 3 on every call and the follow-ups only where the answer points. Write the customer's words on the lead, then tally the main reasons each month and give the top three an owner and a fix.

PHONE SCRIPT

Step	What to say or do
Introduce	Hi, this is (name), I manage the sales team at (store). I saw you visited us recently and we did not find the right fit.
Ask permission	Could I have two minutes to learn what we could have done better? There is nothing to buy on this call.
Core questions	Ask questions 1, 2 and 3. Listen, and write the answers down word for word.
Follow-ups	Ask only the follow-up questions the answer points to. Payment: 5 and 8. Salesperson: 10 and 11. Trade: 6. Vehicle: 7.
Close	Thank you, this helps us a lot. Ask question 12 last.
If they want a car	Answer the question and hand them to a salesperson the same day.
After the call	Add a note on the lead with the answers, and make sure the lost reason on the lead matches what the customer said.

SURVEY QUESTIONS

Question	Ask when	Customer answer
1. Did you buy a vehicle, and if so, what and where?	Every call	
2. What was the main reason you did not buy from us?	Every call	
3. Was there a second reason?	Every call	
4. How did our price compare with what you paid or were offered elsewhere?	Price came up	
5. Did the monthly payment, down payment or term work for you?	Payment came up	

Question	Ask when	Customer answer
6. How did you feel about the value we offered for your trade?	Trade came up	
7. Did we have the vehicle you wanted, in the right trim and color?	Vehicle came up	
8. Did financing or approval play a part?	Payment or credit came up	
9. How quickly did we respond, and how easy were we to reach?	Response came up	
10. How would you rate your salesperson, and what would you change?	Salesperson came up	
11. How long did the visit take, and was any part frustrating?	Process came up	
12. Is there anything that would bring you back to us?	Every call, last	

TEXT VERSION

Message	Text
First text	Hi (first name), this is (manager name) at (store). Thanks for visiting us. We would like to learn what we could do better. Three quick questions, reply with as much or as little as you like.
Questions	1. Did you end up buying a vehicle? 2. What was the main reason you did not buy from us? 3. Is there anything that would bring you back?
Thank you	Thank you, (first name). This really helps. If you ever want to take another look, reply here and I will set it up.
Rules	Text only customers who have already texted with your store. Send during business hours. Stop the moment a customer asks.

MONTHLY TALLY

Main reason	Count	Example in the customer's words	Owner	Fix
Price was higher than elsewhere				
Payment or term did not work				
Trade offer felt low				
Wrong vehicle, trim or color				
Financing or approval				
Slow or hard to reach				

Main reason	Count	Example in the customer's words	Owner	Fix
Salesperson				
Visit took too long or process friction				
Not ready yet				
Other				
Total surveys completed				

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