Manager checklist for an aging used unit

Why a Used Car Gets Inquiries but No Appointments

Owner: _____ Date: _____

- [ ] Review the last group of inquiry transcripts and classify each one as price resistance, presentation gap, unanswered question, or weak follow-up.
- [ ] Check whether the listing, photos, and description match the concerns shoppers actually raised on the phone.
- [ ] Verify that key requests such as video walkarounds, trade questions, spouse involvement, or callback timing were captured in the notes.
- [ ] Confirm that follow-up happened at the time the shopper wanted and that appointment attempts were recorded clearly.
- [ ] Decide on one next step only after the inquiry pattern is clear: improve content, improve follow-up, or open an internal pricing review.

Notes and next steps

_____

_____

Adapt this checklist to your dealership’s process.

Read the article on Goxee