



DEALERSHIP PHONE TRAINING INSTITUTE

A DIVISION OF CUSTOMER MANAGEMENT SYSTEMS

01

THE OPPORTUNITY

Turn more calls into showroom opportunities.

Give everyone who handles your phones a repeatable process,
with ongoing coaching built around your team.

SIMPLE. POWERFUL. EFFECTIVE.

PHONE TRAINING SLOTS

One flexible model. Your entire dealership.



SIMPLE.

Use your training slots for any of our courses. Train anyone who handles your phones, including your BDC.



POWERFUL.

Train sales, service, parts or reception staff. Make personnel substitutions as your needs change.



EFFECTIVE.

Give your phones a process, just like your sales floor. Build the skills to move conversations toward the next step.

SALES / BDC / SERVICE / PARTS & BODY SHOP / RECEPTION



DEALERSHIP PHONE TRAINING — INSTITUTE —

A DIVISION OF CUSTOMER MANAGEMENT SYSTEMS

02
OUR APPROACH

Real Coaching. Real People. Real Results.

Our one-on-one coaching builds the skills and confidence your team needs to handle every call opportunity, create stronger customer relationships, and drive more appointments for your dealership.



ONE-ON-ONE COACHING

Personalized training tailored to your team's needs.



STRUCTURE, NOT SCRIPTS

Proven frameworks that work in the real world.



MONTHLY ACCOUNTABILITY

Mystery shopping calls or real calls for your group sales meetings.



REAL DEALERSHIP EXPERIENCE

Strategies built specifically for automotive phone professionals.

KEY AREAS WE FOCUS ON



INBOUND CALLS

Turn every call into an opportunity.



BDC PERFORMANCE

Stronger conversations. More appointments.



SERVICE CALLS

Increase RO's and customer retention.



PARTS CALLS

Improve efficiency and customer satisfaction.



RECEPTION TRAINING

Create a professional and consistent first impression.

“Our phone traffic has improved dramatically since working with DPTI. The coaching is practical, **the results are real**, and our team is **more confident than ever**.”

— GENERAL MANAGER, MULTI-FRANCHISE DEALERSHIP



DEALERSHIP PHONE TRAINING INSTITUTE

A DIVISION OF CUSTOMER MANAGEMENT SYSTEMS

The DPTI Difference

*We don't just teach phone skills...
we **change behaviors.***

Our proven one-on-one coaching methodology is designed to build confidence, improve conversations, and drive more appointments. DPTI gives your team the tools, the practice, and the accountability to turn every phone call into a sales opportunity.

03

OUR METHODOLOGY



ONE-ON-ONE COACHING

Personalized training sessions tailored to your dealership's needs.



REAL CALLS. REAL RESULTS.

Our coaching is built on live call role play and actual dealership conversations.



MEASURABLE IMPROVEMENT

Track progress, measure results, and see the impact on your appointment set rate.



A TRUE PARTNER

We're invested in your success — working with your team to achieve long-term growth.

WHY CHOOSE DPTI?



INCREASE SALES

More appointments.
More deals.



BUILD CONFIDENCE

Give your team the
skills to succeed.



CREATE A HIGH-PERFORMING TEAM

Consistent training,
lasting behavior change.



PROTECT YOUR BRAND

Deliver an exceptional
customer experience.



LONG-TERM GROWTH

Turn phone training
into sustained results.

“DPTI has completely changed the way our team handles inbound and **outbound** calls. Our **appointment rates are up**, and our customers are more engaged than ever.”

— DEALERSHIP GENERAL MANAGER



DEALERSHIP PHONE TRAINING — INSTITUTE —

A DIVISION OF CUSTOMER MANAGEMENT SYSTEMS

04

YOUR PARTNER

A STRONGER TEAM. A STRONGER DEALERSHIP.

When your team has a proven phone process and ongoing coaching, you get more showroom opportunities, happier customers and a stronger bottom line.



STRONGER
CONVERSATIONS



MORE SHOWROOM
OPPORTUNITIES



HAPPIER
CUSTOMERS



A STRONGER
BOTTOM LINE