



PERSONALIZED ONE-TO-ONE PHONE SKILLS GUIDE



TELEPHONE SKILLS GUIDE – INDEX

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CHOICE CLOSE FOR APPOINTMENT

When setting appointments, always use a “choice close.”

- “When’s a better time for you to come back to the dealership, today or tomorrow? Early or late? When you say late, do you mean 3-4 P.M. or 6-7 P.M.? Great! How about 6:15? (Always schedule an appt on 15,30,45 past the hour)”
- “Do you have a pen handy? I’ll wait! My last name is spelled (*salesperson last name*). And my first name is (*salesperson first name*). And our appointment time is 6:15.”
- “Do you know where we are located?”
- “If you happen to be running late, can you do me the favor of a courtesy call and I’ll return the courtesy also if something comes up on my end.”
- “If something should come up and I need to get in touch with you, what is the next best number?”
- “So I’ll see you at 6:15 on (*day*), and we will shake hands and do business or shake hands and be friends. Is that fair enough? Have a great day!”

THE BE-BACK CALL

- “Could I speak to (*customer’s name*)? Did I get you at a good time? This is (*salesperson’s name*) from (XYZ Dealership). How are you today (*customer’s name*)? Have you bought a new (*vehicle*) yet? (If yes, find out when and where) No? Great!”
- “The reason I’m calling is that I *know* I can do something for you.”
- “What I want to do is bring you back to the dealership, where one of two things is going to happen: either I am going to make you very happy, hand you the keys to your new car and shake your hand, or I am going to shake your hand and wish you the best of luck! Either way, I am not going to waste your time or mine.”
- “I’d like to make an appointment so that when you come in, we can sit down with my Sales Manager in my office. I don’t want the phone to ring or customers to walk in. You are going to get my undivided attention. It will be worth your while.”
- “So (*customer’s name*) take a look at your calendar, and tell me what day and time is best for you, today or tomorrow?”

Always try to go for an appointment. Use choice close to schedule the appointment.

BE-BACK CALL – OPTION TWO

- “Could I speak to (customer’s name)? Did I get you at a good time? This is (salesperson’s name) from (XYZ Dealership).”
- “I just wanted to take a few minutes and thank you for coming in and tell you what a pleasure it was spending time with you.”
- “I appreciate the interest you showed in the (vehicle) and the time you spent at our dealership.”
- “I was curious:
 - Did you have any other questions about the (vehicle)? Did you like the (vehicle)?
 - What other vehicle(s) have you compared it to?
 - What feature of the (vehicle) surprised you the most?
 - If there were one thing that prevented you from moving forward the other day when you were here, what would that one thing be? Other than that, is there anything else?
 - Do I have a car that best fits your needs? I do!! Great, finding the right car is the hardest part of my job.
 - You know that the best deals you’ve ever made on anything were face to face, so let’s set up an appointment to get back together.”

Always try to go for an appointment. Use choice close to schedule the appointment.

HANDLING OBJECTIONS

Objection #1: “Not Ready Yet”

- “Great! You should take your time. I know that buying a car is definitely a big investment and a hard decision to make. We at (XYZ Dealership) believe that any decision-based fact is a good one, don’t you agree?”
- “What stage of the process do you think you are in - beginning, middle, or towards the end? It looks like you have done your homework. As for a time frame, when do you think you are going to be completing your decision - months, days, or weeks? It sounds like things are in order for you.”
- “Let me ask you - suppose you go to another dealer and they start to apply a lot of undue pressure and try to force you into making a buying decision. How are you going to react?”
 - *Pause for a response – silence is a helpful sales strategy*
 - *Let the customer expound here*
 - *You are setting up the other salespeople for failure*
- “Just out of curiosity, if an opportunity comes up between now and then, is this something you want to know about?”
- “OK. I understand what to do and look for. I’ll be in touch; thank you for your time and have a great day.”

Objection #2 - "I still need to look at the other vehicles"

- "Great! You should take your time and get exactly you want. I understand you're on a fact-finding mission and any decision based on facts is usually a good one, don't you agree? That's exactly the way we do business here at (XYZ Dealership). When you are ready, we'll be ready, OK?"
- "I know there are a lot of really nice cars out there on the market and it is important to narrow down your choices."
- "Let me ask you - suppose you go to another dealer and they start to apply a lot of undue pressure and try to force you into making a buying decision. How are you going to react?"
 - *Let the customer expound here*
 - *You are setting up the other salespeople for failure.*
- "I want you to remember that if you need any help, I am only a phone call away. By the way, I do have some other features on the car I would like to show you, please remind me the next time you are in."
- "Now, when were you planning to visit the other dealer? After that, would you come test drive my car again, so you can really compare the two back-to-back?"

Use choice close to schedule the appointment.

Objection #3: "I want your best price"

- "I understand price is important to you because the price is important to all my customers. Would you pay me full retail for that car? Of course, you wouldn't!"
- "Now that we've established that you are in control of the price of the car and not us – LET'S MAKE A DEAL."
- "You know that the best deals you've ever made on anything were face to face, so let's set up an appointment."
- "Now (customer's name), the reason I am making an appointment is so that when you come in, you, my boss and I can sit down with you in my office. I do not want the phone to ring, customers to walk in or our secretary to disturb us. You are going to get my undivided attention. It will be worth your while. I'll see you at (time) on (day)."

Objection #4: "Your price was too high"

- "I understand price is important to you because the price is important to all my customers. I know you probably have a budget you have to stay in, and you want to get the best value for your budget."
- "Let me ask you, target wise, budget-wise, where were you hoping to be? If you had to be flexible on that number, with the numbers still making sense how much flexibility do you have?"
 - When they answer, say - "Up to?" (Silence, wait for the answer): \$ _____
 - When they answer, say - "As high as?" (Silence wait for the answer) \$ _____
- "Other than that, do I have a car that best fits your needs? I do!!"
- "Great! Finding the right car is the hardest part of my job. Price is actually the easiest part of my job. You know that the best deals you've ever made on anything were face to face, so let's set up an appointment and make a deal."

Use choice close to schedule the appointment.

Objection #5: "Your price was too high"- Alternative

- "I understand price is important to you because the price is important to all my customers. You obviously have a reason for saying that. Do you mind if I ask what it is?"
- "Other than the price, do I have a car that best fits your needs? I do!"
- "Great! Finding the right car is the hardest part of my job. Price is actually the easiest part of my job. You know that the best deals you've ever made on anything were face to face, so let's set up an appointment to get back together."

Use choice close to schedule the appointment.

ONE-DAY SOLD CUSTOMER CALL

- "Could I speak to (customer's name)? Did I get you at a good time?
This is (salesperson's name) from (XYZ Dealership)."
- "The reason I am calling is to get back with you and thank you for your business. I really do appreciate it."
- "Are there any questions I can answer for you about the (year, make, model)?
If you have any problem, please do not hesitate to call. Service after the sale is what (XYZ Dealership) is all about. Now is there anything else I can do for you?"
- "Thanks again and I hope to see you soon!"

THREE-DAY CSI CUSTOMER CALL

- “Could I speak to (customer’s name)? Did I get you at a good time? This is (salesperson’s name) from (XYZ Dealership).”
- “The reason I am calling is to get back with you and thank you for your business and make sure everything is good with your new car? That’s good news. I really do appreciate it.”
- “Are there any further questions I can answer for you about the (make, model and year)?”
- “(The manufacturer) will be contacting you soon (by mail/phone). I’ve mentioned this is as it is my report card for serving you, so please let me know if there is any reason you cannot grade me 100% on everything. It is important to me and to (XYZ Dealership) that you are completely satisfied. Service after the sale is what (XYZ Dealership) is all about.”
- “Now is there anything else I can do for you?”
- “Great! Thanks for taking care of me.”

30-DAY SOLD CUSTOMER CALL

- “Could I speak to (customer’s name)? Did I reach you at a good time? This is (salesperson’s name) from (XYZ Dealership).”
- “The reason I am calling is to get back with you and thank you for your business. I really do appreciate it. Are there any more questions I can answer for you about the (year, make and model)?”
- “Regarding the Customer Satisfaction survey, did the (manufacturer) (send it/call you)? Did you answer it?”
- “I’m mentioning the survey as it is my report card for serving you, so please let me know if there is any reason you cannot grade me 100% on everything. Great! Thanks for taking care of me.”
- “By the way, can I ask you a favor? I know you must be getting a lot of attention from the new vehicle. I get a lot of referrals from my customers’ just like you. Who do you know that may be thinking about purchasing a new or used car or truck?
 - If they give you a name, ask for their phone number(s).
 - If the customer isn’t comfortable passing along the phone number, ask them to pass along your information.
- “Well, if they happen to mention it to you, I would appreciate your giving them my name and phone number.”
- “Now is there anything else I can do for you? Great! Thanks for all your consideration and I look forward to us doing business in the future. Have a great day.”



90/180/270-DAY SOLD CUSTOMER CALL

- “Could I speak to (customer’s name)? Did I reach you at a good time? This is (salesperson’s name) from (XYZ Dealership).”
- “How’s the (make and model)? Can I help you set up any service or an oil change?”
- “While I have you on the line, do you mind if I update my records – it will only take a second?”
 - How many drivers are in your family?
 - How many vehicles are there in the household?
 - Of all the drivers in your family, who is most likely to be in the market next?
 - What makes you say that?
 - Are you/they leaning more towards new or something with some miles on it?
 - What time frame are we thinking? Pretty soon, a few weeks or months?”
- Great! I will keep my eyes open and keep you/them informed when we have something.
- “By the way, outside of your household, who do you know that is looking for a car or truck? If you hear of someone, please mention my name and call me.”
- Thank you for giving me some of your time and talking with me. I look forward to doing business with you in the future!”

ANNIVERSARY CALL

- “Could I speak to (customer’s name)? Did I get you at a good time?”
- “This is (salesperson’s name) from (XYZ Dealership). I just wanted to wish you a Happy Anniversary on the purchase of your automobile from us!! I’m sure you’re really enjoying it! How is everything with your (make and model)? It’s hard to believe it’s been (amount of time.)”
- “While I have you on the line, do you mind if I update my records - it will only take a second.”
 - “How many drivers are in your family?”
 - “How many vehicles are there in the household?”
 - “Of all the drivers in your family, who is most likely to be in the market next?”
 - “What makes you say that?”
 - “Are you/they leaning more towards new or something with some miles on it?”
 - “What time frame are we thinking? Pretty soon, a few weeks, or months?”
- “Great! I will keep my eyes open and keep you/them informed when we have something. Is it better to reach them at home or work? And the number there is?”
- “Now is there anything else I can do for you? I didn’t think so. If you need anything at all, please give me a call.”
- “Oh, by the way, outside of your household, whom do you know that’s looking for a new or used car or truck? (If they give you a name, get the phone numbers!) If you hear of someone, please mention my name and call me. Thank you for your time.”



ANNIVERSARY PRESENTATION

- “Hello. May I speak with (customer’s name)?”
- “This is (*salesperson’s name*) from (XYZ Dealership). I just wanted to contact you on your (1,2,3) year anniversary to thank you again for your purchase of the (*make/model*) back on (*purchase date*). Is now a good time?”
- “Can you tell me how everything is with your new vehicle now that you have had a chance to enjoy it?”
- “Do you have any service needs at this time?”
- “Based on your buying experience, would you recommend your family or friends to (XYZ Dealership)?”
- “Great! Mr./Mrs. (customer’s name). We get a good part of our business from customers just like you, and we would like to extend that same type of courtesy and professionalism to them as well.”
- “Who do you know that is in the market for a new or pre-owned vehicle that would appreciate the same service you received?”
 - *List name and phone number*
- “If we can be of further assistance, please don’t hesitate to call. Have a great day!”

BIRTHDAY PRESENTATION

- “Hello. May I speak with (customer’s name)?”
- “This is (*salesperson’s name*) from (XYZ Dealership), how are you?”
- “I was reviewing my files and noticed that you’re having a birthday soon. I just wanted to take a moment wish you a happy birthday. Is now a good time?”
- “How is everything with your (*make/model*)?”
- “Is there anything we can do for you at this time like set up an oil change or service appointment?”
- “Mr./Mrs. (customer’s name), I get a good part of our business from customers just like you, and we would like to extend the same courtesy and professionalism to them as well. Who do you know that is in the market for a new or pre-owned vehicle that would appreciate the same service you received?”
 - *List name and phone number*
 - *Thank them for the referral*
- “If they happen to mention it or if there is anything we can do for you, please give us a call. Well, thanks again! Happy Birthday!”

BIRTHDAY CALL

- “Could I speak to (customer’s name)? Did I get you at a good time? This is (*salesperson’s name*) from (XYZ Dealership). I was reviewing my files, and I see you have a birthday this week. Happy birthday!”
- “How is everything with your (*year, make, model*)? Is there anything I can do for you like set up an oil change or service appointment?”
- “By the way, I get a lot of referrals from my customers just like you. Who do you know that may be thinking about buying a new or used car or truck?”
- “Well, if they happen to mention it to you, I would appreciate you giving them my name and phone number!”
- “Now is there anything else I can do for you?”
- “I didn’t think so. If you need anything at all, please give me a call. And, *have a Happy Birthday!*”

OPPORTUNITY PRESENTATION

- “Hello. May I speak with (customer’s name)? This is (*salesperson’s name*), and I am calling on behalf of (*customer relation department @ (XYZ Dealership)*).”
- “We are calling regarding a conversation you had with one of our representatives back on (*previous contact date*). You had mentioned that you would be in the market for a new vehicle at this time, and we just wanted to give you a call to see if we could help meet your needs.
- “Did you have a specific vehicle in mind or were you considering various types?”
- “We have something for our valued customers here called the VIP program that I would like to tell you about. This will make your experience at (*XYZ Dealership*) as fast, easy and fair as possible. This program allows me to book an appointment for you directly with the sales manager.”
- “When would be the best time for you to come in for your VIP appointment?”
- Offer the next two periods of the day, examples:
 - This Morning or this Afternoon?
 - This Afternoon or this Evening?
 - This Evening or Tomorrow Morning?
 - Tomorrow Morning or Afternoon?
 - Offer two specific times within the chosen time period
- “I have some important information for you; do you have a pen handy? Your appointment is with (*the NEW/USED Car Manager*).”
- “When you arrive at the dealership, let the person who greets you know that you have an appointment through our VIP Program, and he or she will bring you directly to them. They will have your file and be prepared for your visit.”
- “I appreciate your call, and we look forward to seeing you for your appointment at (*time*).”

SERVICE CUSTOMER FOLLOW-UP/PROSPECTING CALL

- “Could I speak to (customer’s name)? Did I get you at a good time?”
- “This is (*salesperson’s name*) from (XYZ Dealership). I noticed that you were in for service the other day. It is very important to us that you are taken care of both before and after the sale. I trust your visit was a good one, and I just wanted to see what you thought about our service department?”
- “Is there anything else we can do to assist you with any other automotive needs?”
- “By the way, I get a lot of my referrals from customers just like you.”
- “Who do you know that may be thinking about a new or used car or truck? Well, if they happen to mention it to you, I would appreciate you giving them my name and phone number.”
- “Now is there anything else I can do for you?”
- “I didn’t think so. If you need anything at all, please give me a call.”

ORPHAN OWNER CALL

- “Could I speak to (customer’s name)? Did I get you at a good time? This is (*salesperson’s name*) from (XYZ Dealership).”
- “The reason I am calling is because the sales consultant who sold you your car is no longer with the dealership. I just wanted to introduce myself and let you know that you can call me any time with questions or if you need some help while you are here at the dealership.”
- “While I have you on the line, do you mind if I update my records? It will only take a second.
 - How many drivers are in your family?
 - How many vehicles are there in the household?
 - Of all the drivers in your family who is most likely to be in the market next?
 - What makes you say that...?
 - Are you/they leaning more towards new or something with some miles on it?
 - What time frame are we thinking? Pretty soon, a few weeks or months?
- “Great! I will keep my eyes open and keep (you/them) informed when we have something.”
- “Is it better to reach (you/them) at home or work? And the number there is? What’s the next best number?”
- “I get a lot of my referrals from customers just like you. Who do you know that may be thinking about a new or used car or truck? Well, if they happen to mention it to you, I would appreciate you giving them my name and phone number.”
- “Now is there anything else I can do for you? Thanks, and have a great day!”

LEASE PRESENTATION

- “Hello! May I speak with (customer’s name)? This is (salesperson’s name) from (XYZ Dealership).”
- “I’m calling regarding your current lease, which is ending soon. I just have a few questions if you have a moment? Great! Thank you!”
 - “So, have you enjoyed the car?”
 - “Have you used the (XYZ Dealership) service department?”
 - “Approximately, how many miles are on the vehicle?”
 - “Are you aware of all the options available to you at the end of your lease?”
 - “Would you like to discuss those options someone from the dealership?”
- “I would like to set you up with a VIP appointment directly with the manager. We offer VIP appointments to our previous customers. Would that be OK?”
 - If YES: “When would be the best time to contact you?”
 - Then use alternate choice close and set an appointment
- “I will have someone from the dealership contact you to schedule an appointment. Thank you for your time and have a wonderful evening.”

POWER PLAY SERVICE/OWNER TRADE-IN CALL

- “(Customer Name), this is (Your Name) calling from (XYZ Dealership). How are you? Good. I’m calling regarding your (Vehicle model and year). You are still driving it, right?”
- “Last time you were in for service they made a note that your vehicle is in good shape for the mileage and I have a couple of quick questions about your (Model Name):”
 - “Roughly how many miles are on the vehicle now, because I was told you were around (ELEAD mileage)?”
 - “OK, good, and it is a (year) year model, right? Great! Thank you!”
 - “Is the paint and body in good shape? No major dents or rust showing? That’s key.”
 - “Is the engine running well, because I pulled some of your records and didn’t see anything negative? Great.”
 - “Tell me about the tires, and I’ll get to the point. Have you replaced the tires?”
- “Well, (Customer Name) it sounds like you have taken pretty good care of your (Model Name).”
- “By the way -- how long have you had your car/truck/van?”
- “The reason I called is that our pre-owned department has sold several (Make/Model/Year) in the past two weeks and we have a need to place a couple of good used (Make/Model/Year) like yours back into inventory for immediate resale. Our problem is we are having trouble locating the right ones.”



POWER PLAY PRESENTATION CONTINUED:

"Now, *(customer name)*, I know you love your *(model)* and that you've put a lot of good money into it. But, if we could TRADE you out of that vehicle while it's still worth decent money to both you and us and upgrade you into something new or newer, and more maintenance free, without it costing a lot of money. In other words, if the numbers lined up perfect, *(slight pause)*, it made sense at this mileage *(slight pause)* and it fit your budget you would think about it right?

(If "No") How long do you plan on driving it?

(If "Yes") We don't need to make a day of it. We need about 30 minutes of your time. Are you more a morning or evening person as far as getting together with our pre-owned manager? Do you have a pen handy? I need you to write this down. *(Give the store managers name, direct number and the unique ID)* Like yourself, he is very busy and works by appointment, so please call if you are running a little late. And when you get here, tell the receptionist to page him. Have you been happy with your vehicle?

OK, *(Manager's Name)* will see you *(Appt Day)* at *(Appt Time)* and have a great day!"

INBOUND SALES CALL

- “Hello, this is (*salesperson’s name*), what can I get you price or information on today?”
“Let me check on that for you. Let me write that down.”
 - *Review what the customer said*
 - *Write/type the information down*

- “Are you looking for?”
 - “Automatic or manual transmission”
 - “A two door or a four?”
 - “A lighter or darker color?”

- “Let me make sure I have this correct:”
 - *Repeat the description choices made*
 - *Update any incorrect information in your notes*

- Present vehicle:” Do you have a trade in?”
 - “What year and model is your present vehicle?”
 - “How many miles are on your trade?”
 - “Is it an automatic or manual transmission?”

- “Let me check on (*Make and Model of Vehicle of Interest*) for you and other similar vehicles that may be coming in the next few days. That should only take me about 15 minutes. Are you calling from home or work?”
 - “What’s the phone number there?” _____
 - “To whom am I speaking?”
 - “How do you spell the last name?” _____

- “Mr./Ms. (*customer’s name*), you sound like a busy person – Let me see if I can check on this for you right now. Can you hold, please?”
 - *Thank the prospect and reassure your return.*
 - *Put prospect on hold.*
 - *Check availability/advertisements*

- “Mr./Ms. (*customer’s name*) - I have (X) vehicles like you are looking for and several more coming in each day. What’s a good time for you to come in to see us, today or tomorrow? Morning or afternoon?”
 - “Do you have a pencil handy? My name is (*salesperson’s name*).”
 - “When you come in, ask for me directly.”
 - “Do you know where we are located?”

- “Thank you for calling (XYZ Dealership). We really appreciate the opportunity to serve you.”

INBOUND SALES CALL

Persistent Pricing Scenarios

- If the prospect asks, “But what is the price?”
 - “I know the price is important to you. It’s important to all my customers. That’s why we sell so many cars.”
 - “Of course, we’ll give you a price as well as estimates on monthly payments, down payment and interest rates.
 - “Would that be OK? Great! Now, working within your schedule is today or tomorrow a good time?”
 - *Always agree and support the customer’s point of view.*
 - *Reassure pricing information will be shared.*
 - *Assume the appointment.*
- If Customer says “I want a price before I come in.”
 - “I understand you want a price, and I’m going to give you one.
 - “The reason I want to set up an appointment to have your car already picked out, give you 100% of my attention, get the manager involved and streamline the sales process to give you the perfect deal. It will save you time and money. Fair enough?”
 - “Great, now working within your schedule is today or tomorrow a good time?”
 - *Acknowledge the prospect’s pricing request*
 - *Provide the reason an appointment is in the best interest of the prospect*
 - *Assume the appointment.*
- If Customer says “No, I want a price before I come in.”
 - “I understand. You wouldn’t pay me full retail price for this car, would you? I didn’t think so.
 - “Now that we have established that you are in control of the price and not us, I would like to get you in, OK?”
 - “Mr. or Ms. (*customer’s name*), think about the best deals you ever made in your life, did you do it over the telephone or did you get face to face?
(*Wait for the answer. It will be face to face.*)
 - “That’s what I thought. So, let’s get face to face so I can give you the best deal, Fair enough?” Great!”



INBOUND SERVICE APPOINTMENT SCRIPT

- “Hello and thank you for calling (*XYZ Dealership Service Center*). This is (*agent name*). How may I assist you today?”
- “May I have your first and last name and your phone # so I can access your records?” Great! Thanks!”
- “Which vehicle do you want to schedule a service appointment for?”
 - “Approximately, how many miles are currently on your vehicle?”
 - “And what service do you need performed?”
- “OK. What day do you want to have that service performed? What is the best time for you?”
- “Great. I have that service booked for you. Will you be waiting on your vehicle or dropping it off?”
- “While I have you on the phone, can I get your email address for any future announcements or coupons?”
- “Thank you. We look forward to seeing you on (*date*) at (*time*). Have a great day!”

MANAGER’S SURVEY BE-BACK CALL

- “Could I speak to (*customer name*)? (*first name*)? This is (*sales manager*) and I’m the manager over here at (*XYZ Dealership*). How are you?”
- “Real quickly, (*customer’s name*), have you bought a new vehicle yet?”
 - *Don’t use the model name because often you’ll need to switch to get to payment.*
 - *If YES: find out when and where*
- “No? Great! I was talking to your sales consultant, (*salesperson’s name*), and I’m going to personally get involved to streamline this deal and make sure we get you the perfect deal.”
- “What I want to do is bring you back to the dealership, where one of two things is going to happen: either I am going to hand you the keys to your new vehicle and shake your hand, or I am going to shake your hand and wish you the best of luck! Either way, I am not going to waste your time or mine.”
- “Now (*customer’s name*), the reason I am making an appointment is so that when you come in, (*salesperson*) and I are going to sit down with you. I do not want the phone to ring, customers to walk in or my secretary to disturb me. You are going to get my undivided attention. It will be worth your while.”
- “So, let’s compare schedules to find the best time. (*Customer’s first name*) is morning or evening better for you right now?”
 - *Pin down an appointment for the next 48 hours*
 - *Assume the appointment*

BE-BACK CRM CALL

- “Hello (customer’s name) my name is (your name), and I am the Customer Relations Manager at ((XYZ Dealership)), and I am a direct report to the (Owner/General Manager’s name).”
- “The reason for my call is I just received a survey from our Customer Relations Department, and there was something that concerned me, and I would like to talk to you about it. Is now a good time?”
 - *Discuss the issue.*
 - *Go for an appointment.*
- “(customer’s name) I don’t usually get involved in deals at my level; however, I’m going to make an exception in your case. Now, working within your schedule would today, tomorrow or the next day be good for you?” *Date:* _____
- “Are you a morning or afternoon person?”
 - If morning: 9:30-10:30 or 10:30- 11:30 *Time:* _____
 - If afternoon: 1:30-2:30 or 3:30-4:30 *Time:* _____
- The reason I’m making an appointment is so that we can give you 100% of our time, and we won’t be interrupted. Is that OK? Good, now if for any reason you can’t make your appointment, will you give me a courtesy call?
- Thanks once again for your time, and I look forward to meeting you.”

APPOINTMENT CONFIRMATION SCRIPT

- “Is (customer’s name) there?”
- “Hello, my name is (your name), I’m the sales manager at (XYZ Dealership). (Salesperson’s person) just came to me with a note saying you were coming in to see us today at (time).”
- “I just wanted to call and say thanks for setting the time aside for us. Are you familiar with how to get to (XYZ Dealership)? (Give directions)”
- “Okay, we’ll see you at (time) today. Do us one favor? If you are running late or need to reschedule, please give me or (salesperson’s person) a call so we can adjust accordingly. Here is my number (Provide phone number).”
- “Thanks again (customer’s name), we’ll see you at (time).”

MISSED APPOINTMENT CRM CALL

- “Hello (customer’s name). My name is (*your name*), and I am the Customer Relations Manager at ((XYZ Dealership)). I am a direct report to the (*Owner/General Manager’s name*).”
- “The reason for my call is to see how your appointment with (*salesperson’s name*) went yesterday?”
- “Oh, I’m sorry, I didn’t realize you missed your appointment. I saw (*salesperson’s name*) delivering a car yesterday, and I just assumed it was you. We understand how busy and hectic things can be, so it’s OK! Well since I’ve got you on the line, can we go ahead and schedule you another appointment? Great!”
- “Now working within your schedule, would today, tomorrow or the next day be good for you?
Date: _____
 - Are you a morning or afternoon person?
 - *If morning:* 9:30-10:30 or 10:30-11:30 Time: _____
 - *If afternoon:* 1:30-2:30 or 3:30-4:30 Time: _____
- “The reason I’m making an appointment is, so we can give you 100% of our time and you won’t be interrupted. Is that OK? Good, now if for any reason you can’t make your appointment, will you give me a courtesy call?”
- “Thanks once again for your time, and I look forward to meeting you.”

KEY PHRASES CHEAT SHEET

- “We give the best deals.” *Don’t underestimate your customer’s desire to hear this. “I’m going to give you the best deal.”*
- “I know the price is important to you. It’s important to all my customers. That’s why we sell so many cars.”
 - *Always agree and support the customer’s point of view.*
- “Mr. or Mrs. (customer’s name), suppose you go to another dealership, and they try to put some *undue pressure* on you and *force* you into a buying decision. How are you going to react?” *Wait for the answer. “Well, we here at ((XYZ Dealership)) don’t do business that way, so I’ll be waiting for your call.”*
- “Other than price, do I have the car that best suits your needs?” *If the answer is “Yes” say, “GREAT. The easiest part of my job is the money, the hardest is finding YOUR Car, and we have found it.”*
 - *Wait for the answer. If the answer is not yes, then you’re on the wrong car.*
- “You wouldn’t pay me the full retail price for this car, would you? I didn’t think so. Now that we have established that you are in control of the price and not us, Mr. or Mrs. (customer’s name) let’s pick out a car, OK?”
- “Up to \$_____. No more than \$_____, and a maximum of?”
 - *Remember, customers and prospects expect options to consider.*
- “I’m not going to waste your time or mine. OK?”
 - *Strong conviction in your voice. Your time is valuable to you also. It shows you mean business.*
- “Streamline the process and make you the perfect deal.”
- “Mr. or Mrs. (customer’s name), think about the best deals you ever made in your life. Did you do it over the telephone, or did you get face to face? “That’s what I thought, so let’s get face to face so I can give you the best deal. Fair enough?”
 - *Preference will almost always be given to face-to-face deals.*
- “Yes, of course, we’ll give you a price as well as estimates on monthly payments, down payment and interest rates. Would that be OK? Great! Now, working within your schedule, is today or tomorrow a good time?”
 - *Assume the appointment. Close at least three times on appointments.*
- “Do you have to buy a car today?”
 - *Absolutely will put your customer at ease and slow them down.*
- “What haven’t I asked you that you think I should know to help you buy a car?”
 - *This one is strong. If you listen here, the customer will tell you how to sell them.*

- “I know that price is important to you as it is to all my customers, but if the price were secondary, what would be most important to you? Safety, performance, dependability, maintenance or what?”
 - *Let the customer answer and tailor your presentation to their needs. It gets their mind off the price and onto value.*
- “Mr. or Ms. (*customer’s name*), this is the part of the sale process where we go inside, and I ask you some questions as to your wants and needs. This will save you time and money. Is that OK?”
 - *Ask permission to proceed in all aspects of the road to a sale. Your customer will like it and respond to it.*
- “I understand you’re not buying today. You’re in the fact-finding stage, correct? Buying a car is a big investment. It’s a hard decision to make, and there are so many to look at. You should take your time and get exactly what you want. Don’t you agree?”
 - *Customers LOVE this. Remember to agree with the customer’s point of view.*
- “I want to set up an appointment, so I’ll have your car already picked out, give you 100% of my attention, get the manager involved and streamline the sales process and give you the perfect deal. It will save you time and money. Fair enough?”
- “To clarify my thinking, other than that (*restate the objection*) is there any other reason we can’t finalize this NOW?”
 - *This makes the objection final.*
- “Obviously, you have a reason for saying that...could you tell me what it is?”
 - *Let the customer expand and count 3 seconds after he or she stops talking. Many times, they will talk themselves out of their objection if it is an objection at all.*
- “Price is the easiest part of my job. The hard part is finding the right car. Have we found it?”
 - *If the customer says yes, you probably just sold a car.*
- “Fair enough or is that OK?”
 - *It’s hard to say “no” to either one of those.*
- *Get the customer to smile as soon as you possibly can. Your defense mechanism drops when you smile.*
- *Repeat a portion of the customer’s previous statement back to them. It makes you listen, and the customer will appreciate it.*
- *Silence is your best weapon. He who talks first usually loses.*

Contact us now to discover how proper phone processes can boost your profits!

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