



5 Outbound Call Campaigns that Deliver Results

Outbound call campaigns are highly effective for motivating customers to take action.

In today's competitive market, a well-defined outbound call strategy is essential to keep customers and prospects engaged and grow your business. Sometimes nothing beats the sound of a real human voice that's friendly and knowledgeable, reaching out to you on the phone. For sales campaigns, you can either organize your sales team to conduct an outbound call blitz, have your BDC reps do it, or outsource to a BDC and have a warm handoff of hand raisers to designated dealership personnel. On the service side, it's best to have your BDC or an outsourced BDC make the calls. This guide outlines five of the most effective outbound call campaigns that you can put to work for your dealership.

1. Customers who have been in for service in the last 7 days

Reach out to all customers who have been in your service department within the last seven days. Identify which ones have vehicles that may be a good fit for your used car stock plan. If you are a Honda dealer, that means you want a list of customers who have a three- to five-year-old Accord or Civic with decent mileage.

For this reason, the caller should have a record of the service performed on the car. Let the customer know that the sales manager is looking for a car just like theirs. Ask if they would be interested in a free trade-in evaluation and if they would consider upgrading to a new vehicle.

Campaign Tips:

- Create a call guide designed to interest the customer in a free trade evaluation.
- Don't forget to thank them for their business and ask questions about how their car is running and overall condition.
- Offer them a new car incentive to recoup any money just spent servicing the vehicle.



Example Call Guide

- Hello, may I speak with _____?
- This is [BDC Agent] calling on behalf of [Dealership Name], how are you? Good, I'm calling regarding your [Make/Model/Year].
- You visited our service department recently and had some work done on your vehicle. We just wanted to give you a call to thank you again for being our customer, make sure you had a good experience and that everything was fixed to your satisfaction.
- **If Customer was satisfied:**
That's great. By the way, when we were updating your file with the service visit information, I noticed something. Due to market conditions, there is a very high demand for quality pre-owned vehicles like yours. You qualify for our [Vehicle Trade] Program, which provides special incentives to allow you to get a brand new car for pretty close to what you are paying to drive your old car. Is that something you would be interested in?

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- Let's get together to so that you can see how the program works. What's better for you, today or tomorrow? Great – [Morning /Afternoon]? [Early/Late]?
- Let's make it at [Time]. (*Set on quarter hour – 8:15, 4:45.*)
- Do you have a pen handy?
- I need you to write this down.
- Set appointment date and time.

Appt Date: Appt Time:

(*Give the date and time of appointment, direct number and Customer ID.*)

- If you have any questions, give the dealership a call. So the manager is fully prepared for your visit, what vehicle would you be interested in?
- The manager can count on you to be there, right?
- Thanks for your time, have a great [Day/Evening].

2. Service customers who have not been back in 6 months

Auto dealers constantly work to find ways to keep customers returning to the service department. First-service appointments, pre-scheduling future visits, reminders and missed appointment follow up are all important campaigns for retaining customers. *But what about customers that haven't been seen for six months?* Run a list of these customers and create a special offer. Many dealers use a 10 percent off incentive, but for most customers that doesn't equate to anything tangible. Try using a dollar figure, such as \$25 or \$50 off a particular service.

Campaign Tips:

- Try running these campaigns in the early summer, when customers are planning travel.
- Early winter is also a good time for a "winterize your vehicle" special.
- These are low-cost services that get people in the door, so your service team can identify more opportunities.



Example Call Guide

- Hi is [First Name] in? Great!
- [Customer Name], this is [BDC Agent] calling on behalf of [Dealership Name]. How are you?
- Good, I was calling to notify you of some special options on your [Year/Make/Model]. I have some good news!
- You are still driving the vehicle right?

If "No":

- What are you driving now?
- How long have you had that vehicle? *(If more than 18 months or no longer making payments.)*

If "Yes":

- The management team wanted me to contact you personally.
- I need to ask you a few questions about your vehicle, so I can explain the offer further.
- Calls are recorded for quality.
 1. Roughly how many miles are on the [Model] now?
 2. [Customer's First Name] Have you experienced any mechanical issues? Is that covered under any warranty?
 3. Well [Customer's First Name] is the body and paint still in good shape? No major dents or rust showing?
 4. Tell me about the tires -- I'll get to the point, have you replaced the tires lately?
- It sounds like you've taken good care of your [Year/Make/Model].
- By the way, how long have you had the vehicle? Are you still making payments on it?

Transition into Invitation

- Well, [Customer's First Name] while we were reviewing our records we noticed that it might be possible for you to move up to a new vehicle. Because of high rebates and today's low interest rates, the management team has identified that you may be able to move up for about the same payment or even less. A quick look at your vehicle is all we need.

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- The manager is expecting to see you on [Day], [Date], and [Time] for your VIP appointment, so he can count on you to make it, right?
- Thank you for your time. Have a great [Evening/Day].

Not Still Driving

OK. What are you driving now? How long have you had it?

- *(If more than 18 months)* Ask details about the vehicle.
- *(If less than 18 months)* Go to **Not Interested**.

Not Interested

That's OK [Customer Name], how much longer do you think you'll be keeping your vehicle?

Service Option

Well, because you do plan on keeping your vehicle for [X] years, I imagine you know how important preventative maintenance is to maintain the resale value of your vehicle.

[Dealership Name] would love to help you with this. Do you have any major or minor service needs at this time?

Email

Well since you have been patient with me, I would like to give you coupons to use on your next visit, what's your email address?

3. Sales customers who have never been in for service

Call your new vehicle sales customers to encourage them to come in for their first service. A three- to six-month timeframe is optimal as it should be time for an oil change.

Campaign Tips:

- Thank them for purchasing and ask how they like the new vehicle.
- Remind the customer it may be time for an oil change, and ask if they'd like a special offer.
- This is a good time to gather additional customer information, such as emails for future opportunities.

“*Sometimes nothing beats the sound of a real human voice that's friendly and knowledgeable, reaching out to you on the phone.*”

Example Call Guide

- Hello, may I please speak to [Customer Name]?
- This is [BDC Agent], and I am calling for [Dealership Name] regarding your [Make/Model]. How are you today? Great!
- Our records indicate your vehicle was purchased on [Purchase Date], and we wanted to contact you to help ensure that your vehicle continues to perform at its best. Our calls may be recorded for quality.
- Have you serviced your vehicle since purchase? *(Basic services include oil changes, tire rotations, scheduled maintenance and inspections.)*

If “No”:

- [Dealership Name] is happy to have you as a customer and we want to help you with any service needs.
- For your convenience, we can schedule you an appointment for this if you would like?
- Do you have any questions about services that may be due?
- If you would like to schedule an appointment to have this service completed, I can set that up for you now.

If “Yes”:

- Great! What day works best for you? *(Set appointment in Service Scheduler.)*
Appt Date: Appt Time:

If “No”:

- I understand. If you would like to speak to a service manager, I can transfer you to the service department now.

If “Yes” to Service:

- I'll transfer you to someone that can help you with that. Before I transfer you, may I have your email address so I can send you a coupon for a [Name of Special Offer]?
- Please hold for one moment while I transfer you. Let the person who answers know that you need to _____. Thank you again, one moment please.

If “No” to Service:

- OK. When you are in need of service or if you have any questions in the future, please give us a call. I can also email you a coupon that is currently available offering a [Name of Special Offer] in case you decide to stop by. May I have your email address?
- Thank you for your time, and we hope to see you soon.

4. Customers with equity in their vehicles

When was the last time you used your equity tool? Mine your database and identify a solid list of customers with a substantial amount of equity in their vehicle.

Campaign Tips:

- Create a script that lets the customer know that you have some new incentives, and you may be able to get them into a new vehicle for the same or a lower monthly payment.
- If the customer is not interested in selling their vehicle, try to interest them in making a service appointment.
- Ask how their car is running and ask for the mileage. Based on mileage range, offer a special on an OEM-recommended service for that model.



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If "No":

- What are you driving now?
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4. Tell me about the tires. I'll get to the point - have you replaced the tires lately?

- It sounds like you've taken good care of your [Year/Make/Model]. By the way, how long have you had the vehicle?
- Are you still making payments on it?

Transition into Invitation

- Well, [Customer Name] while we were reviewing our records we noticed that it may be possible for you to move up to a new vehicle. Because of high rebates and today's low interest rates, the management team has identified that you may be able to move up for about the same payment or even less. A quick look at your vehicle is all we need. If the numbers lined up and made sense at this mileage, you would think about it, right?
- There is no need to make a day of it. Would today or tomorrow be better for you to stop by for 20 or 30 minutes? Would morning or afternoon be better?

Appt Day: Appt Time:

- [Customer Name], can you please grab a piece of paper and a pen to write down some important information regarding your VIP appointment? *(Give appointment date and time, direct number and customer ID.)*
- The manager is expecting to see you on [Day, Date, and Time] for your VIP appointment, so he can count on you to make it, right?
- Thank you for your time. Have a great [Evening/Day].

Not Still Driving

- OK. What are you driving now?
- How long have you had it?
*(If less than 18 months: Go to **Not Interested.**)*

Not Interested

- That's OK [Customer Name], how much longer do you think you'll be keeping your vehicle?

Service Option

- Well because you do plan on keeping your vehicle for [X] years. I imagine you know how important preventative maintenance is to maintain the resale value of your vehicle. [Dealership Name] would love to help you with this. Do you have any major or minor service needs at this time?

5. Unsold prospects that have been shopping your dealership in the past 7 days

How many of your Internet leads die within a week of receiving them? Often, salespeople are great about calling and emailing within the first few days of receiving a lead. But if they don't hear back from the prospect, they may give up.

Campaign Tips:

- Organize a time every week to call all unsold prospects that have communicated with your sales team in the last seven days.
- Approximately 72 percent of Internet leads provide a valid phone number even when the form doesn't mandate it, so you should be able to reach most of them.



To improve the effectiveness of your outbound call campaigns, try following up with an email that references the call and voicemail you left.

For all of these outbound call campaigns, knowing the best time of day to call is helpful. If you get voicemail, try calling at different times and yes, even when they are at work. Many people don't mind an excuse to take a break during the day while still looking busy on the phone.

Try calling your customers at work in the couple hours before lunch and also after lunch, between 1 p.m. and 2 p.m. When you get them on the phone, have a strong, clear message that offers something of value.

Example Call Guide

- Hello, may I speak with [Customer Name]?
- This is [BDC Agent], and I'm calling for [Dealership Name].

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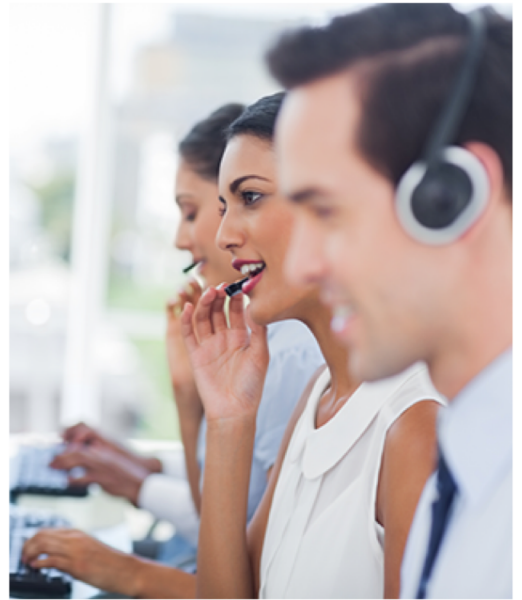
- We're glad you stopped by, and we wanted to give you a call to follow up on your visit. Our records indicate that you did not purchase a vehicle, is this correct?
- Has anyone called you since your visit?
(If they have not purchased at all, or if they purchased elsewhere then continue.)

If "No":

- I am glad I was able to reach you -- our calls may be recorded for quality.

If "Yes":

- Great - our calls may be recorded for quality.
 - Did they have the vehicle you were most interested in?
 - Test drive?
 - Meet a manager?
 - How would you rate your salesperson on a scale of 1 – 10, with 10 being great?
 - How would you rate your salesperson's product knowledge?
 - What was the reason for not purchasing a vehicle at this time?
 - What does the dealership need to do to earn your business? *(If they give something specific and didn't purchase because of something like financing then attempt appointment.)*
 - The managers would like an opportunity to work this out for you and one or two things will happen. Shake hands and do business on the right vehicle at the right price or shake hands and be friends - either way we promise to make it a great experience.
 - Working from your schedule would you prefer to meet with a manager during the or in the evening?
 - I have some important information for you; do you have a pen handy?
 - When you arrive at the dealership, let the certified sales representative know that you have a priority appointment. Your appointment confirmation number is *(Give confirmation number.)*
 - I appreciate your time and the dealership can count on you being there on [Appt Day] at [Appt Time] right?
 - In order to notify you of special offers, announcements, service recalls or any important events, may I verify your email address?
 - [Customer Name] I want to thank you for your valuable time and feedback today. I will make sure that your comments are passed to a top manager at the dealership.
- (Or)*
- We look forward to seeing you on [Appt Day] at [Appt Time].



Checklist for BDC Success

Outbound call campaigns are an effective tool for keeping in touch with your customers in a personal way. In our high-tech world, it's important to remember that a warm, high-touch approach still delivers the best results.

Here's a checklist of strategies to ensure your BDC is delivering a quality experience with every call:

- ❑ **Inspect What You Expect:** Test frequently to be sure your team is answering all calls within 20 seconds.
- ❑ **Test Call Routing:** Double check call routing to ensure the proper agent is handling each type of call.
- ❑ **Increase Show Rates:** Confirm 100% of next-day appointments. If volume is tough to handle, consider a hybrid BDC approach.
- ❑ **Cut Call Volume:** Setting customer expectations with online FAQs is an easy solution for reducing call volume.
- ❑ **Hold the Phone:** Don't keep a customer on hold more than 30 seconds.
- ❑ **Accurate Data:** Collect updated contact information from every caller and log it in the CRM.
- ❑ **Beyond Call Guides:** Success takes more than a call guide – train agents with mock calls that offer coaching opportunities.
- ❑ **Keep it Fresh:** Review call guides quarterly and update them to match evolving dealership processes.

Prefer to Speak with an Outbound Call Expert?

Schedule a risk-free evaluation of your phone processes today!

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