

# 6-STEP PHONE SCRIPT

## *Inbound Calls*

### 1 Prompt, Friendly Greeting

"Thank you for holding. This is **(Your 1st Name)** \_\_\_\_\_. How may I help you?"

### 2 Qualifying Questions

"Is that the exact vehicle you were hoping for, or would you consider something similar, especially if the mileage was right and I could save you some money?"

"Since I don't want to suggest a vehicle that is more than you need or less than you want, what equipment is import to you?"

**2/4 Door | 4cyl/6cyl | Lighter/Darker Color | Cloth/Leather | Auto/Manual | Sunroof/Heated Seats/Nav"**

### 3 Contact Information

"Great! Let's do this, so that I don't waste your time, I'll check on the status of that (those) vehicle(s) and any others that may be available as well. It will only take me about 15 minutes. Are you calling from home or work? And that number is? How do I spell your last name? And your first name is?"

### 4 Selling The Appointment

"Oh, I've thought of something that might save us both some time. Could you hold for just a moment?"

"We do have that (those) vehicle(s) you're looking for plus the availability of several others. Speaking of availability, what's a good time for you to stop in?"

### 5 Your Name & Phone Number

"Do you have a pencil handy? I'll wait. I have something important for you to write down."

### 6 Directions To Dealership

"Do you know where we are located? Which direction will you be coming from? At that time of day, the easiest way to get here is..."