

6-STEP PHONE SCRIPT

Outbound Calls

1 Be Prepared

1. Take a deep breath
2. Know why you are calling, be confident and positive
3. Remember the details, review your notes in the CRM before calling
4. Rehearse what you are going to say

2 Confirmation

Hi, is this **(Customer's First Name)**?

3 Authorization

I hope I'm not reaching you at a bad time?

If it's a bad time: "The reason for my call is important but not critical. When would be a better time to call- later today or tomorrow?"

4 Introduction

"This is **(Your Full Name)** from **(Dealership Name)**."

5 Reason For Calling

"The reason I'm calling is to thank you for taking the time to visit our dealership. We really appreciate the opportunity to assist you with the selection of **(New/Pre-Owned Make/Model)**. Are there any additional questions I could answer for you at this time?"

6 Advantages Of Coming In Now

List the advantages based on one of the following:
(More Commonly Known As "Selling")

- Inventory
- Time Of The Year
- Time Of The Month
- Specials
- OEM Incentives
- Financing Rates
- Overstock
- Close-Outs
- Big Sale
- Employee Pricing
- Upgrade Your Ride

Based on customer's response, attempt setting an appointment