

INBOUND CHEAT SHEET

New leads during COVID-19

CONNECT: Get ear to ear with customers and prospects

Introduce yourself: "Thank you for calling dealership name, my name is your name. How may I help you?"

Educate your customers on how your process will work for them: "I want to let you know we are, in fact, still selling vehicles and I can help you find what you're looking for. What we're doing now is the process your dealership is employing."

REQUEST: Gather pertinent information to advance the sale

Explicit assurance: "I can help you with what the customer is looking to do. In order to do this, can I ask you a few questions?"

You may be working more of this deal virtually. Move the sales process along by qualifying the customer with these questions:

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| <input type="checkbox"/> What are you interested in/preference? | <input type="checkbox"/> What is the best contact information for you? |
| <input type="checkbox"/> Where are you in the buying/shopping process? | <input type="checkbox"/> What are you trying to accomplish on the deal? |
| <input type="checkbox"/> Are you planning to finance or lease? | <input type="checkbox"/> Tell me about your trade: Year, make, model, mileage, and condition? |

Summarize and confirm: "Okay, great. I want to make sure I have all the information right: Summarize information collected. Is this all correct?"

INVITE: Assumptively explain the next steps and invite the caller to take action

If delivering the car: "Would you prefer us to do a hands-free delivery on this day or this day?"

If booking an in-store appointment: "Would you prefer to come in this day or this day?"

SET: Gain firm commitment for next steps

Gain firm commitment for next steps: "Perfect. I have you down for this day and time."

Paint the picture of the experience: "Here's what you can expect: Explain hands-free delivery process/
experience of an appointment-only visit."

Issue a verbal contract: "I'm really looking forward to doing the hands-free delivery/seeing you for a test drive of this vehicle of interest at date/time. If anything changes on our side, we'll reach out to you to make adjustments. If anything changes on your end, we completely understand; these are challenging times. If this happens, will you call or shoot me a text as well?"