



## CONNECT



### Refer to the customer by name.

Make sure to get the caller's name and repeat his or her name throughout the call.



### Ask questions about the caller's vehicle preference.

Ask about certain questions regarding the vehicle the caller is looking for such as:

- New or used
- Price range
- Specific year or age of vehicle
- Gas mileage



### Assure the caller that the dealership will have the perfect car.

*"You've called the right place. I'm going to do everything I can to make sure we get you in the perfect car."*

## REQUEST & INVITE



### Offer at least two different times for an appointment.

When someone calls in just asking questions, he or she is likely looking to book an appointment. Ask the caller if he or she would like to schedule one.

*"Is morning or afternoon better?"*

*"Morning, great! I have an appointment available at 9:30 Wednesday or 8:00 Thursday. Which would you prefer?"*



### If the caller won't commit to a firm date and time, try to "pencil in" a firm appointment.

*"I understand you have a busy Saturday. I'm going to pencil you in for 11:00 on Saturday so that I make sure I'm available for you. Just give me a call if that's not going to work out."*

## SET



### When you book an appointment, provide instructions for what the caller should do upon arrival.

*"When you get here, just park in front of the door and ask the receptionist for Michael. I'll come out and we'll go check out that car!"*



### When you book an appointment, ask the caller to contact you if anything changes with the appointment.

*"If you need to change times or won't be able to make it, just give me a call and let me know."*

## PURSUE



### If you can only book a soft appointment, confirm the best call back number for the caller.

Having the right phone number is particularly important when you are unable to book for a specific date and time and would like to follow up.



### If you can only book a soft appointment, set expectations for a follow up call.

*"I'll give you a call tomorrow to see if you've narrowed down a time you can come in. Would it be better for me to call tomorrow morning or afternoon?"*



### If the customer declines an appointment altogether, ask permission to call back at another time.

*"If we get something in that you might be interested in, can I give you a call back?"*