



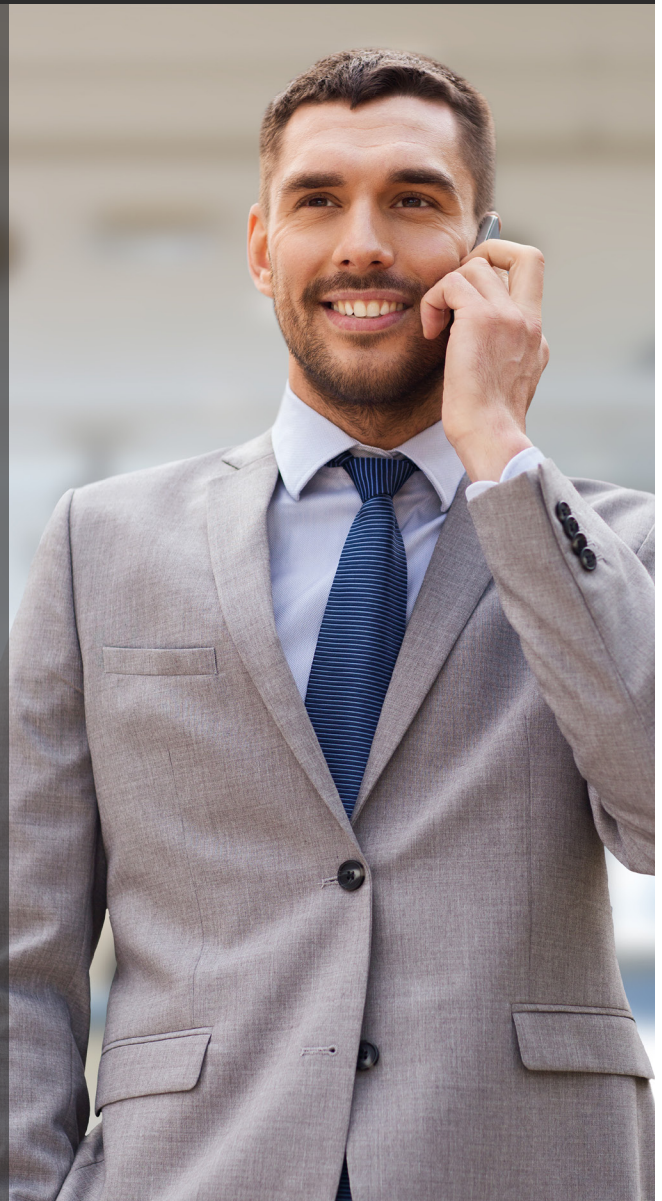
TALK THE TALK:
PHONE SCRIPTS THAT
SELL

Your phones ring off the hook daily. Your sales people are getting calls on their work phone while at the dealership and cells as soon as they step away. But at the end of the day, you take a look at how many appointments you have coming in, and your number falls flat. What gives?

Your team is being owned by the phones. That phone training manual from 2001 is out of date, and you don't have a designated person in charge of training and holding your sales team accountable.

Revamping (or maybe in your case, incorporating) phone scripts is wildly valuable. Sure, your people are smooth talkers as soon as a customer walks through the dealership doors. But what about when a customer calls in, gives vague details on what they want and is resistant to making an appointment? 9 times out of 10, the salesperson will let that caller hang up without exhausting every dying question the caller had. That changes now.

We've broken down the typical sales conversation into 4 parts, and provided a script for each including:



GREETING



QUALIFYING
QUESTIONS



APPOINTMENT
REQUEST



CONFIRM & CLOSE

GREETING

Before your team even picks up the phone, make sure they prep for the call. They must always have their CRM open and inventory accessible. This is the first touch your customers have with your dealership, so it needs to count.

Your salesperson will receive the call after it has been transferred from a receptionist or through a phone bridge that may sound something like “Press 1 for sales, Press 2 for service.”



GREET THE CUSTOMER

Have your salesperson introduce himself and your department, and thank the caller for reaching out. Then the salesperson should ask how they can assist the customer.



LISTEN AND TAKE NOTES

The caller will then tell your salesperson the reason for their call. This could be anything vague from “I’m looking for a car with great gas mileage” to “I’m really interested in the Grey 2008 Chevy Equinox I saw on your site.”



ESTABLISH A RELATIONSHIP

Your salesperson should ask the caller for his or her name and if they may address them as so throughout the conversation. From there, determine how he or she heard about your dealership or about the specific vehicle.



EXPECT THE WORST

What if the call accidentally disconnects? Make sure your salespeople get the customer’s phone number up front. It’s as simple as, “Just in case I lose you, what’s the best number to reach you?” It’s an easy way to get their contact information without being intrusive.

PHONE SCRIPT FOR

GREETING

Salesperson: "Thanks for calling (your dealership name). This is (your name). How may I help you?"

Caller: Expresses interest in buying a vehicle, whether vague or specific.

Salesperson: "Great! I can definitely help you with that. Before we get started, who am I speaking with today?"

Caller: Responds with their first name and last name. Make sure they spell it.

Salesperson: "Nice to meet you, _____. How did you hear about us/the vehicle?"

Caller: Caller will divulge where they found you (Autotrader, dealership website, friends, etc.)

Salesperson: "Great. Really quickly, can I get your phone number in case the call gets disconnected?"

Caller: Gives you their phone number.

QUALIFYING QUESTIONS

Sometimes the caller has a specific car in mind. Sometimes they don't. Regardless, your salesperson cannot let him or her leave the conversation without having explored every option. **After all, 80% of customers don't buy the car they originally called for.¹**

Ask the following questions, if relevant:



EXTERIOR OF CAR

Would you like a two door or a four door?
What colors do you prefer?
Are automatic lights important to you?



INTERIOR OF CAR

Would you like a two door or a four door?
What colors do you prefer?
Are automatic lights important to you?



FUNCTIONALITY OF CAR

Two or four wheel drive?
Four or six cylinder engine?
Five speed or automatic transmission?

¹ Van Tuyl

PHONE SCRIPT *FOR*

QUALIFYING QUESTIONS

Salesperson: "I want to find a car that will suit your interests. Let me start by asking you a few questions about your preferences."

Ask all of the questions from previous page:

- ☐ *Would you like a two door or a four door?*
- ☐ *What colors do you prefer?*
- ☐ *Are automatic lights important to you?*

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- ☐ *What colors do you prefer?*
- ☐ *Are automatic lights important to you?*

- ☐ *Two or four wheel drive?*
- ☐ *Four or six cylinder engine?*
- ☐ *Five speed or automatic transmission?*

Salesperson: "Awesome, let me check the availability to see which vehicles we have in stock that match up with your requests. This process should take no longer than 2 minutes."

THE APPOINTMENT REQUEST

At this point, the customer is either going to say “Great, I like those options. I’d like to see them in person” or “It doesn’t seem like you have what I was hoping for”. Both of those have potential to be sales, even if option #2 doesn’t seem like it.

When asking for the appointment, your salespeople have to be very cautious. They are likely to be hit with many objections or vague commitments that sound like, “I’ll stop by during my lunch break.” That doesn’t cut it.

Make sure your salespeople ask for the firm appointment. This means a specific date or time. The reality is, a **customer will only object 12% of the time when they do**. It’s a win-win

The conversation might go like this....

EXAMPLE PHONE SCRIPT FOR APPOINTMENT SETTING

Salesperson: “Let’s get you down for an appointment. Does tomorrow at 1 p.m. or 3 p.m. work better for you?”

Caller: *“I’m not sure what time I will be able to come by. But I’ll stop by sometime in the afternoon.”*

Salesperson: “I understand you’re busy, the work week is hectic! Let’s get you down for 1 p.m. just in case so you have a guaranteed time. There’s a chance if you walk in without an appointment, I will be unavailable. I’m committed to helping you find what you need.”

²Car Wars Case Study



A FEW NOTES

ABOUT THIS SCRIPT

- Make sure your salespeople always give the customer an “either or” option, so they feel like they’re being given choices.
- Scheduling that firm 1 p.m. appointment makes him or her feel more committed to showing up. If the salesperson were to let the customer skate by with “OK, I’ll see you that afternoon” he or she would probably never show.

CONFIRM & CLOSE

Great, your salesperson has the appointment by this point. Now let's make sure they tie up every loose end. Something as simple as forgetting to provide directions could cost your dealership a sale. Don't let your prospects accidentally end up at the dealership down the street!

Before the customer hangs up the phone, your salespeople should:

- Ask the customer to grab a piece of paper and a pen
- Give the customer their (sales person) name and number
- Provide directions to the dealership
- Confirm the appointment time
- Promise a follow-up call to confirm the appointment
- Thank them for calling



EXAMPLE PHONE SCRIPTS *FOR*

CLOSING THE CONVERSATION

Salesperson: "Do you have a pen and paper handy? Let me give you my name and number in case you have any questions." *(Writes down information)*

Salesperson: "I will call you tomorrow just to make sure this time is still good for you. Is the number you gave me the best way to reach you?" *(Answer will be yes or no)*

Salesperson: "Do you know how to get to the dealership?" *(Provide necessary directions)*

Salesperson: "Thanks again and I look forward to seeing you tomorrow at 1 p.m.!"