

Step One: Introduction - Separate Yourself from Competition/Get Flexibility/Get Leadership

Thank you for choosing <Dealership Name>, are you calling for Sales, Service or Parts? <Sales> I can help. My name is _____, who do I have the pleasure of speaking with? <Pleasantries> / Nice to meet you. OR Thanks for calling!

HIJACK: "I'm looking for..." 🖱️ Are you aware of what's going on in the auto industry that's affecting the availability? Go to STEP 2.

Pick 3:

What types of vehicles are you researching? What else?
What brands are you checking out?
What are the most important features?
Are you researching new and pre-owned vehicles? CPO?
Have you ever owned a <Make> before?
Are you local? (Location: City)
What vehicles have you driven so far?
What are you driving now?

😊 "I'm looking for..." 🖱️ Are you aware of what's going on in the auto industry that's affecting the availability?

🔥 I see you are a current/not a customer. Welcome/Welcome back! If not a customer, give warm welcome!

🚗 Are you having a tough time finding the right vehicle? How long have you been looking?

Step Two: Value in You and Car Buying Experience - Set Expectations of Visit/Gain commitment to meeting or deposit

We have many options for you to see and drive. The auto industry has changed a lot this past year! Are you aware of how the changes impact your trade-in and availability?

SELL EXPERIENCE: I'm going to be taking care of you and making sure your visit with us is simple and efficient. We work by reservation now to make sure your experience is customized so that everything is ready before you arrive.

SHORTAGE: We have options right now for you to see! Another option, we can review the list of unsold orders coming in and reserve one for you. This is how most car buyers are securing a vehicle and there is some urgency because there are twice as many buyers than there are vehicles. We have some slots left to factory build you a vehicle that arrives in 10-12 weeks. 🖱️ GO TO STEP 3 or 5!

Step Three: Review Vehicle - Identify Flexibility, Hot Buttons, Deal Breakers

-What features are you certain you must have? Missing features?
-Tech/Safety features?
-One color you want to stay away from?
-Cloth/Leather? 3rd row? 4x4/AWD
- 2/4 door? Super Cab? Long/Short bed?

-Would you consider similar models? (Brands)
-Save record (Get Contact Info.) Last name, Cell #, Email - Text/Opt-in Customer NOW!

Step Four: Tie Second Person to Meeting - Increase commitment to appointment!

Schedule Appraisal/ Set Up Meeting with Business Expert / Team Leader (*Use Person's Name)

Step Five: Set Appointment - Set Firm Date and Time, Email, Text, Address

What are you doing in the next hour? Funnel date/time. I'll block off time to get everything ready for you. I'll set up the Appraiser so he's ready to get you a value. I'll also get a Team leader scheduled so your visit moves efficiently. Is it OK to text you my contact info? I'll send it now. I'll also send you and mail on what to bring. Can you text me ETA when you are on the way?

