

👉 2. Look at vehicle history in CARFAX, Dealer Track, AutoMate, AutoAlert etc. State VIN search - still own and did they refinance? 🎯 Mileage, warranty, service frequency, accidents...

HYBRID VERSION - Step 1-2-3

Step One: Introduction | 🎯 Helping hand vibes! Vehicle flexibility! Lead convo!

Hi, ____? Hi, this is ____ in Guest Experiences here at <Dealership Name>. Thanks for taking my call!

Are you still enjoying your <Make-Model>?

We certainly appreciate you and your past business in both our sales and service departments. State some facts!

I'm calling because you leased with us and I want to give you a heads up on how the inventory shortage is effecting our clients and share ways we can help you. I see that your term is coming up.

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

There's a couple things that you should know and one you should take advantage of right now while things are good. Did you know your lease has equity on it? You can use that towards an upgraded vehicle!

You may not be aware of this but because of the supply chain issues we are facing, we have limited vehicles in inventory and now customers are buying/leasing what we have coming in. In some cases, we are able to order and if we start searching now, you will avoid not being able to get what you want. If we find something that we have right now, I can get you out of your lease early. We are putting our best customers first by suggesting you take advantage of the current situation while your car has equity and we have vehicles for you to choose from. Especially before the holidays get here!

Step Three: Review Vehicle - 🎯 Identify flexibility, hot buttons and deal breakers.

Are you happy with same vehicle or do you need something bigger or smaller?

What were the features you wished you had?

[VALUE] Share any upgrades/differences in model year changes.

Step Four: Tie Second Person to Meeting -Schedule Local Buyer/Set Up Meeting with <Brand> Manager/Team Leader

Here's what I will do, I will block off time just for you. Schedule our appraiser <Name> to be ready. I'll get some vehicle matches ready to show you. I want to make the best use of your time and make this simple.

Step Five: Set Appointment

There is a bit of urgency to come in now to get your vehicle appraised and look at options. We have a great team who will help me make this easy and efficient.

What are you doing now/today? I have a _:15 or a _:45, Promise Confirmation Email, Ask if OK to Text?, Send Text with Address, Ask them to Text You ETA, <State Car Will Be Ready>.



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