

Incoming Sales Calls

STANDARD SALES CALL GAMEPLAN

1. Hello, this is _____. How may I assist you?
2. I'll be happy to check on that for you. What kind of equipment are you looking for?
3. *(New)* Do you prefer lighter colors, darker colors, or are you flexible?
(Used) What price / payment range are you trying to stay within?
4. Okay; while I'm checking what's available, I'll see what might be coming in soon, too. It only takes about 5-10 minutes.
5. Are you calling from home or work?
6. What's the number there?
7. And whom am I speaking with?

If you could wait for just a moment, I may be able to find out right now, okay?

(Only 10-15 seconds on hold!)

8. I have some great news for you! We must have _____ or _____ in stock and the availability of _____ or _____ more just like you're looking for! What's a good time to stop in and see one, this afternoon, this evening, or would sometime tomorrow be better for you? ("How about (time) ?")
9. Do you have a pen and paper?
10. My name again is _____, and that's (appt. date & time), right? *(Directions?)* I work by appointment only, but that's for your benefit so I'll have plenty of time to answer your questions when you get here. So, if you find you're running a little early or a little late, please call me and I'll be happy to reschedule for you, okay? Thanks - I'll look forward to seeing you!

SPECIFIC / ADVERTISED VEHICLE GAMEPLAN

1. Hello, this is _____. How may I assist you?
2. *(Specific Vehicle)* I'll be happy to check on that for you. How familiar are you with the (model)?
(Advertised Vehicle) I'll be happy to check on that for you. Where did you see the ad? And, what did the ad say? Did it list a price?
3. Is it specifically **that vehicle** you're interested in, or are you just looking for the nicest one you can find in a certain price range?
4. Okay, while I'm checking on **that one**, I'll also check on the others we have in that style and price range. It only takes about 5-10 minutes.
5. Are you calling from home or work?
6. What's the number there?
7. And, whom am I speaking with?

If you could wait for just a moment, I may be able to find out right now, okay?

(Only 10-15 seconds on hold!)

8. I have some great news for you! Not only do we have that one *(if you DO!)*, we must have the availability of _____ or _____ in the style and price range just like you're looking for! What's a good time to come in and drive one, this afternoon, this evening, or would sometime tomorrow be better for you? ("How about (time) ?")
9. Do you have a pen and paper?
10. My name again is _____, and that's (appt. time), right? *(Directions?)* I work by appointment only, but that's for your benefit so I'll have plenty of time to answer your questions when you get here. So, if you find you're running a little early or a little late, please call me and I'll be happy to reschedule for you, okay? Thanks - I'll look forward to seeing you!

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HANDLING QUESTIONS AND OBJECTIONS

1. Customer: *“I can’t take calls at work.”*

Consultant: “No problem. What’s a number where I can leave you a message?”

2. Customer: *“I’ll just call you back.”*

Consultant: “That’s just fine. What’s your FIRST name?” (Continue call *without* phone number, and set appointment for a specific time.)

3. Customer: *“By the way, how much do those cost?”*

Consultant: “Sir/Ma’am, as you know, your investment will depend on the exact vehicle and equipment you select; I’ll have all that information ready for you when you get here. What’s a good time to stop in, this afternoon, this evening, or is sometime tomorrow better for you?”

4. Customer: *“I’m not coming in unless you give me a price!”*

Consultant: “Sir/Ma’am, we don’t give purchase prices over the phone, but don’t get mad at me; let me tell you why: no matter what price I give you, some other dealers may give you a lower offer just to get you into their showroom. Frankly, I’m so sure we can beat ANYONE’S offer that, when you come in, if you don’t think I’m being fair, I’ll pay for your gas to get here. Now, what’s a good time to stop in....?”

5. Customer: *“I’m not sure when we can make it in....”*

Consultant: “Sir/Ma’am, I don’t mind waiting for you, but I don’t want you to have to wait for me. Let’s set a tentative time, and if something comes up so that you can’t make it, just call and I’ll be happy to reschedule for you. How about 2:00 PM tomorrow?”