

OUTBOUND SERVICE MARKETING CALLS WORKBOOK



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PRESENTED BY GRAHAM TAYLOR-EDWARDS

Graham (gt) is a successful leadership, sales, service coach and workshop facilitator.

Graham holds:

ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT

DIPLOMA IN AUTOMOTIVE MANAGEMENT

DIPLOMA OF TRAINING AND EDUCATION AND DESIGN

CERTIFICATE IV IN FINANCE AND MORTGAGE BROKING

CERTIFICATE IV IN BUSINESS SALES

NZ CERTIFICATE IN MARKETING

NLP MASTER PRACTITIONER.



Graham completes over one hundred leadership, sales, fixed operations and customer experience workshops each year and is the founder of Success Resources International a Registered Training Organisation (RTO) in Brisbane and Managing Director of gte training and development in NZ

Born in North Wales Graham has lived in Australia for sixteen years after working in New Zealand for over 24 years.

He has served in the Royal Navy and Royal NZ Navy and is married to a kiwi girl Shelley from the Bay of Islands.

They have two children Mackenzie and Gareth and four grandchildren Hudson, Reo, Avyana and Vivienne.



MARKETING CALLS STRATEGY

1. HAVE AN OBJECTIVE
2. WIIFT WITH A DEADLINE (WHAT'S IN IT FOR THEM)
3. HAVE A FALLBACK POSITION
4. ASK FOR A REFERRAL (IF APPROPRIATE)
5. SCHEDULE THE NEXT FOLLOW UP.

HAVE AN OBJECTIVE

1. MAKE AN APPOINTMENT
2. INFORM THEM OF A SPECIAL
3. INVITE THEM TO AN EVENT
4. INVITE THEM TO GIVE YOU FEEDBACK ON A NEW RELEASE
5. LET THEM KNOW ABOUT A NEW RELEASE, RUN OUT OR DEMO OR USED CAR SALE

WIIFT WITH A DEADLINE (WHAT'S IN IT FOR THEM)

1. SAVE MONEY
2. SAVE TIME
3. BETTER TRADE PRICE
4. SPECIAL OFFER

HAVE A FALLBACK POSITION

1. ASK FOR A LESSOR COMMITMENT
2. GO TO THEM
3. SEND THEM SOME INFORMATION
4. FOLLOW UP IN A SET PERIOD OF TIME

INTRODUCE THE CUSTOMER REWARDS PROGRAM

1. IF THEY KNOW ANYONE THAT WANTS TO BUY A VEHICLE AND THEY BUY FROM US THEY RECEIVE A FREE GIFT
2. SERVICE VOUCHER

SCHEDULE THE NEXT FOLLOW UP.

1. PUT THE FOLLOW UP IN YOUR DIARY

SERVICE CALLS

Day before the service appointment

"Hi, Bill. This is Mike from XYZ the reason I'm calling is (a shot in the dark) Do you have a moment?"

I notice you are booked in for a service tomorrow and I thought I would check to see if you are waiting or need some transport to town.

"I don't know if you're looking at the moment but we are going to run a (promotion) for our customers next week and as a matter of courtesy I thought I (manager asked me to) would give you the opportunity of checking out what we are doing.

Vehicle in the service department

"Hi, Bill. This is Mike from XYZ the reason I'm calling is (My manager suggested I call) I saw your vehicle in for a service today. (or recently.) Do you have a moment?"

"I don't know if you're looking at the moment but we are going to run a (promotion) for our customers next week and as a matter of courtesy I thought I (my manager asked me to) would give you the opportunity of checking out what we are doing.

IF YES

"I will be happy to work out some options for you to take a look at and go through them with you tonight. What time are you coming in and I will have some figures ready for you?"

AFTER THE SERVICE

When calling from the service department it is relatively simple to look back over the previous RO's and identify buying motivations

- ✓ Large bill to be paid
- ✓ Time owned (3-5 years)
- ✓ Kilometres getting high (50, 75, 100 k's)
- ✓ Later model in stock with more features and less k's
- ✓ Coming out of warranty
- ✓ Run out
- ✓ New model release
- ✓ Customer rewards*

The focus is information and taking the temperature, the call must be low key.

EXISTING CUSTOMERS

"Hi, Bill. This is Mike from XYZ the reason I'm calling is (My manager suggested I call) Do you have a moment?"

"I don't know if you're looking at the moment but we are going to run a (promotion) for our customers next week and as a matter of courtesy I thought I (my manager asked me to) would give you the opportunity of checking out what we are doing. (Have a vehicle in mind)

IF YES

"I will be happy to work out some options for you to take a look at and go through them with you tonight. What time are you coming in and I will have some figures ready for you?"

If no reply leave a message and send a text. Follow up

FINANCE OFFER

"Hi, Bill. This is Mike from XYZ (My manager suggested I call) Do you have a moment?"

"I don't know if you're looking at the moment but we have just landed 2 XYZ and we thought of you. It could be an opportunity to change vehicles into one 3 years younger, less KS and a new 2 year warranty and keep your payments pretty much the same. What do you think?"

IF YES

"I will be happy to work out some options for you to take a look at and go through them with you tonight. What time are you coming in and I will have some figures ready for you?"

When you call if there is no reply leave a message and send a text. Follow up.

THEY DON'T WANT TO MAKE AN APPOINTMENT

"I don't mind waiting for you but I don't want you waiting for me so let's make a tentative time, we can always change it if something crops up, so when is the best time to drop by this morning or later today?"

"My manager asked me to call with an offer for you, do you have a minute to talk?"

"This is a bit of a shot in the dark, I am not sure If you're looking right now but my manager asked me to call as we are going to run a demo promotion next week and wanted to give our customers the first chance. Are you open to look?"

"I have been doing some research for you since you were here and wanted to check when you could drop by and have a look and some options I am working on for you. We would also like to relook at your vehicle, when can you come by today or would you prefer tomorrow?"

NOT INTERESTED YET

"It's a shame you're not in the market now. I have a vehicle in mind that would be perfect, with low k's, one owner and could save you \$2,000 - \$3,000".

No "that's ok; when you come in to pick up your vehicle tonight I'll shout you a cup of coffee. Look forward to meeting you"

Or "no problems, when you come in tonight take a quick look at it, I'll be interested in your feedback and you will have a comparison for some stage in the future. See you tonight."

"If it can be done I can do it, if I cannot do it it can't be done" "Would you agree that I would be mad if I let you go knowing the dealer up the road can beat it by thousands. Can't be done, maybe a hundred or so but what you have told me this is the right car so let's get it done. What do you think?"

TAKE AWAY