

INBOUND PHONE ENQUIRIES

PHONE SALES ENQUIRY	WHY	HOW
Answer the phone in 3-5 rings	Professional	Prepared and practiced
Welcome with your first name last	Encourages the customer to introduce themselves and call you by name	Good morning welcome to This is/ you're speaking with/ my name is...
Offer service and confirm their name	Relaxes the customer	Be happy to do that for you and I am speaking with
Ask three or four relevant questions	Build commitment	In order for me to do that may I ask you a couple of quick questions, what appeals to you about that vehicle, have you driven the vehicle yet, when are you considering buying, would you consider a demo, late model used car (if no stock available)
Offer to research request and add three (3) other services	Shows interest and gives you a reason to call back	USED: I will also get you klms, service history, and number of owners, warranty options NEW: Availability, colours, features, accessories and equipment, rebates and incentives
Ask for their contact details	Test trust	That should only take about 4 or 5 minutes or so what is your best number to call back
Segway to trade	Set up appointment	By the way do you have a vehicle you are considering selling or trading
Make a recommendation	Segway	YES: May I make a suggestion if you're close by bring your vehicle in and I will organise our valuation team to do some research and come up with the best price for you. NO: That's great, may I make a suggestion if you're close by come in and we can look at some options for you and if you have time take test drive and I can give you all the information you need to take away.
Ask for appointment at the dealership	Test commitment	We can then check out your options and put together some figures if you like. When is the best time to drop by, this morning or...?
Offer go to them	Builds value in dealing with you	To save you time I am more than happy to bring the car to you
Build commitment with Courtesy	Increase shows	Parking can be a bit difficult so I will keep an eye out for you, which way will you be coming from? (Give directions) Check what they are driving is the trade.
Confirm your name and contact details	Builds team commitment	If you can't make it or are delayed just give me a quick call and we can reappoint, and if anything happens my end I will do the same. (Do you have a pen handy) Ask for their email address to send directions and parking
Build anticipation and hang up last	In case they have a last minute request	Look forward to catching up at...I am sure we will work something out for you
If out of town or want to buy ask for a deposit	If out of town or want to buy	In this situation to secure the vehicle and price we let you pay a deposit with a credit card of \$xxx. It supports your offer when I present it to management. I won't process it unless management agree to your offer. Is it Visa or...