

Incoming Sales Call - Sell the Appointment.docx

Take a
Checkup,
From the
Neck-up!

Put Excitement in Your Voice ! Give Choices!

Don't be a robot, put this in your own words!

Sell Yourself.... Sell The Vehicle, Sell The Dealership..... **SMILE !!**
Give Choices and Sell The Appointment !

Opening; Hello thank you for calling ____ my name is Thomas, we are having an amazing day,
How may I be of assistance?

Where did you see/hear about the Vehicle? Online ? Our Website? Autotrader ?

I want to make sure we are talking about the same vehicle,
Do you see a UT/UC Number ?(ask for stock # to take control of the conversation)

Take Control of the Call: *Is this for you or someone else?*

If there is a Trade!

Are you Adding a vehicle to your Family or Replacing one?

What is your current vehicle? How many miles?

Is there a Balance? Or a Loan? Who With? Did you buy it New? How long have you had it?

**Close: Let me go out and put my hand on that vehicle,
what is the best number to reach you?**

I would like to send you a text Is this your Cellphone??

What is your email address?

If they ask **Why?** I can send you Pictures and additional information, a Free Carfax report, Pre-Approval link ? What is your preferred method on communication, Phone, Text or Email?

Closing the Appointment and Sales Call ;

Do you have a pen Handy? I'll wait!

I want to give you some information,

(Start to Spell your Last Name) And my first name is _____.

What part of Town are you coming from?

Do you know where we are located? **Give Directions on any answer!**

Please Ask for me when you get here, I will pull the vehicle out front and have it ready.

If for any reason you are running late or can't make it, Would you do me a favor?

Please Call or Text Me and I'll do the same for you!

Is That Fair Enough?

I Look Forward to Meeting you, Have a GREAT Day!

The Only Sale that Can be made on the Phone is an ***Appointment!***

Thomas Ieracitano