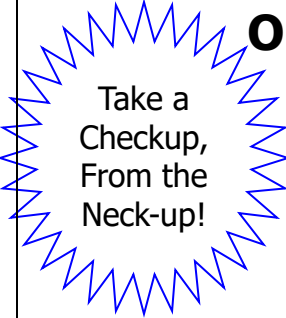


# Outbound Sales Call - Sell the Appointment



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 taking my call my name is Thomas with ABC Motors!  
I would like to share some important information, do you have a few minutes?

**Verify: 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 Number ?(ask for stock # to take control of the conversation).

By the way, once you are here at the dealership and you see something that catches your eye,  
feel free to change your mind. LOL

**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