

INBOUND CALL CHECKLIST

(CHECK ALL THAT APPLY)

Compliment the buyer's choice

Expand the Inventory

Engage the Trade

Phone - Name - Email

Sent Video / Set Appointment

FULL NAME:

NUMBER:

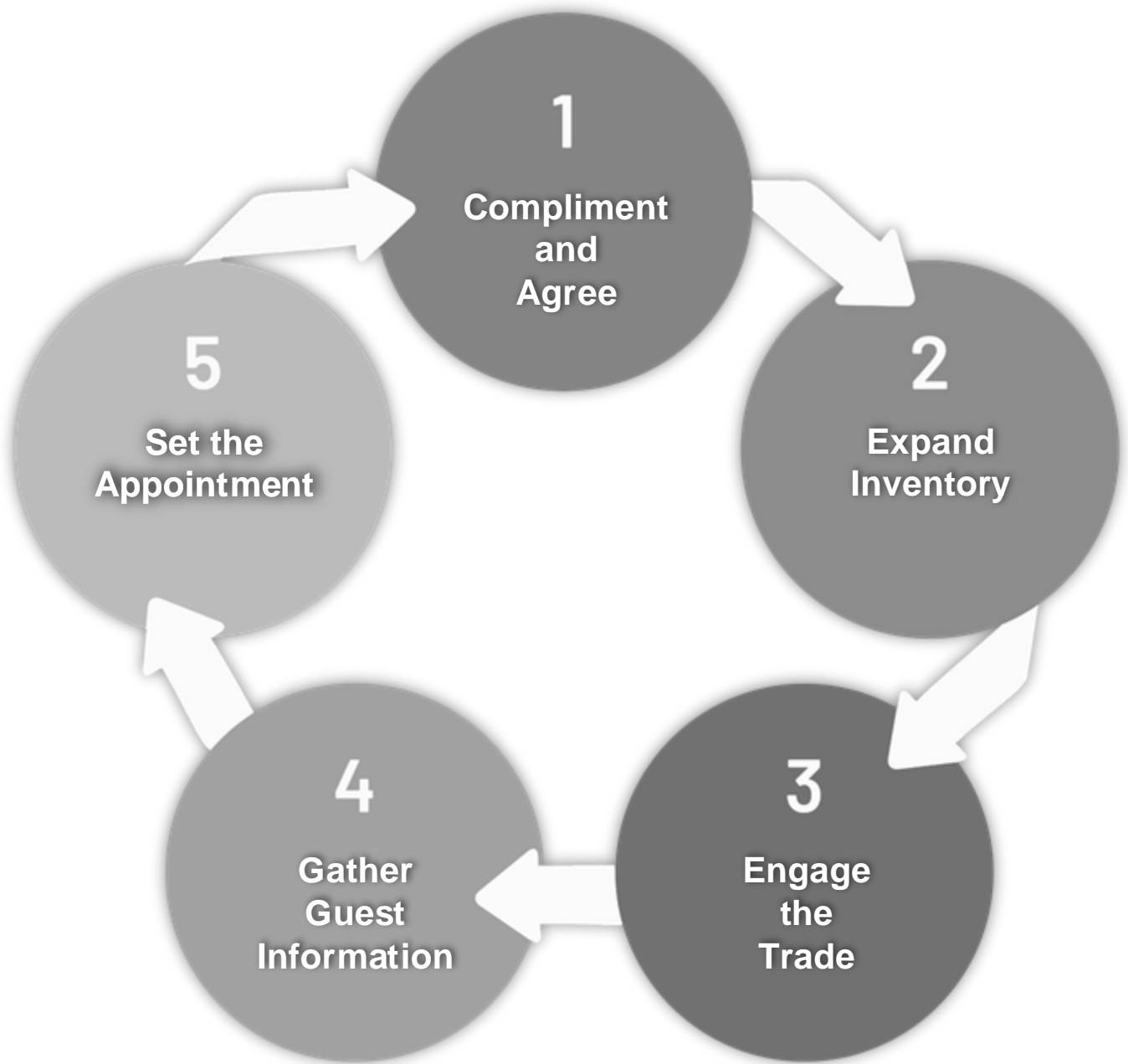
EMAIL:

VEHICLE OF INTEREST:

TRADE:

APPOINTMENT TIME:

COMMENTS:



VOICEMAIL 1

Hi [BUYER], this is [YOUR NAME] from [DEALERSHIP] my number is [NUMBER]. I got your request and it looks like I have what you want and some other vehicles that might also be of interest to you. Please give me a call back when you get a chance.

VOICEMAIL 2

Hi [BUYER], this is [YOUR NAME] from [DEALERSHIP]. I wouldn't call you if this wasn't important. Please give me a call back when you can. My number is [NUMBER]. I should be here for about another hour.

VOICEMAIL 3

Hi [BUYER], this is [YOUR NAME] from [DEALERSHIP]. It looks like we have exactly what you were looking for and some other vehicles as well, We are also looking to buy vehicles right now and I would love to give you an appraisal on your vehicle. My number is [NUMBER].

VOICEMAIL 4

Hi [BUYER] please give me a call when you can, I have something exciting for you that is time sensitive. My number is [NUMBER]. Thank you so much.

VOICEMAIL 5

Hi [BUYER], this is [YOUR NAME] from [DEALERSHIP]. I promise I wouldn't be calling you if I didn't have something really good. Give me a call beck please at [NUMBER] and I can tell you about it.

VOICEMAIL 6

Hi [BUYER], this is [YOUR NAME] from [DEALERSHIP]. I sent you an email earlier. Please take a look and let me know what you think. I want to do everything I can to help you through this process. You can call me back at [NUMBER]. Thank you.

VOICEMAIL 7

Hi [BUYER], this is [YOUR NAME] from [DEALERSHIP]. We are the highest rated [GOOGLE / YELP / EDMUNDS] dealer in the city for [REASON]. Please give me a call back when you can so I can ensure you are getting what you need. My number is [NUMBER]. Thank you.

VOICEMAIL 8

Hi [BUYER] this is [YOUR NAME] from [DEALERSHIP]. If this isn't the best way to reach you, please email me or text me and let me know. Looking forward to helping you, thank you.

FIRST RESPONSE INTERNET CALL GUIDE

INTRO

Hi [BUYER], I appreciate you taking my call.
This is [YOUR NAME] from [DEALERSHIP].

THANK YOU & ACKNOWLEDGE PROGRESS

I wanted to call to say thank you for going to [SOURCE]
and checking out that [VEHICLE]. **What a great choice!**

[PAUSE]

CONFIRM AVAILABILITY

I double checked to confirm,
and the [VEHICLE] you are interested in is still available.

SET THE APPOINTMENT

When do you think you would be available to come in and take a look and
test drive?

IF NO APPOINTMENT

ENGAGING THE TRADE

What are you driving now?

TEST DRIVE

Have you had a chance to drive
[ALTERNATIVE VEHICLE]

Have you test driven any new vehicles?

OPEN UP THE BUYER

Would you be open to _____?
Are you looking for just _____?
Have you thought about _____?
Would you consider a _____?

EITHER OR QUESTIONS

Leather or Cloth?
Automatic or Manual?
Just new or also certified?
Just used or also new?
Lighter or dark?

IN

Hi [Buyer], this is [Your Name] from [Dealership]. We appreciate you working with us recently, and we just want to make sure you are getting all of the information that you need.

[PAUSE]

2. REWORK THE DEAL

Is a [Type of Vehicle] still towards the top of your list?

What are you comparing it to?

What are you driving now?

3. APPOINTMENT SETUP

(space provided at the bottom of page)

You don't have to buy a vehicle immediately, do you?

Why don't you come down to the dealership and drive some vehicles? This will give you something to compare to others while you are out shopping.

NOTES

 Appointment Date _____  Appointment Time _____

 Name _____  Phone _____  Email _____

IN

Hi [BUYER]! Thank you for taking my call.
This is [MANAGER'S NAME] from [DEALERSHIP]

2. 3RD PARTY INFO

I work on the Management Team and I wanted to call to say thank you for working with our dealership. I also wanted to make sure you had a good experience. It looks like you worked with sales when you were here, right?

[PAUSE]

3. FIND THE CAR DEAL

Who have you been working with?
Have you been able to find a vehicle that you liked?
Have you had a chance to test drive some vehicles?
Have you been given estimates on pricing?
What are you driving now?
Have you had your vehicle appraised?

4. CLOSE

If there was one thing that was keeping you from moving forward, what would that one thing be?

OR

Is it the car or the money?

OR

What can I do to help with this?

 Appointment Date _____  Appointment Time _____

 Name _____  Phone _____  Email _____