

1) First Voicemail Process – Voicemail is NOT Dead!

The First Voicemail: Setting the Tone

The first voicemail should mirror the messaging of the first-quality email. It should:

- Acknowledge the customer's inquiry
- Provide key details about the vehicle or service
- Ask questions to encourage engagement
- Convey urgency and enthusiasm

Example: First Voicemail Script

"Hi [customer], this is [your name] from [dealership name]. I received your vehicle purchase request for the [vehicle]. Great choice! It's available, and I've sent some details to your email. I have a few quick questions.

Are you looking to lease or buy?

! this the only model you're considering?

I want to make things and save you time when you visit.

Please call me back at [you number]. If I don't hear from you, I will follow up soon because I know this is important to you."

