



Always Ask Questions to take Control of the Conversation, Ask Open End Questions!

Would this be for you or someone else?

Will you be adding or replacing a vehicle in your family?

What were you hoping to accomplish next (**pause**) that you were not able to do online? (Test Drive?)

What has changed in your Life for you to Add/Replace your Vehicle?

Rebuttal - Would you do me a favor? I know you are coming to see a specific vehicle but if you see something that catches your eye, FEEL FREE TO CHANGE YOUR MIND!

Price Objection – What's Your Best Price?

Rebuttal 1 - I appreciate the complement but, I am not that good a Salesperson to possibly sell you a vehicle based on just price, **Speaking of possibilities, when would it be possible for you to meet with a manager? Today or Tomorrow?**

Rebuttal 2 -I would love to invite you down for an exclusive informational only visit !

Information sessions are the most beneficial way to not only make sure we not only answer any questions that you may have, but also allow you to take a test drive ! And verify this is the vehicle that meets your needs.

Would you have some time today or tomorrow to stop by, so we can get you started?

Rebuttal 3 -**Think about the last time you purchased a vehicle,**

Did you get the best possible price over the phone, text or email?

If you are like most people you will say in person at the dealership.

Speaking of possibilities, when would it be possible for you to meet with a manager?

Today or Tomorrow?

How much is my Trade/Vehicle

Market Value on any vehicle varies *and* is someone's opinion.

From what I have recently seen the possibility of the highest number for a vehicle is usually when the manager sees the vehicle in person. **Speaking of possibilities,** when would it be possible for you to meet with a manager? Today or Tomorrow?

Ask for the appointment!

I have been authorized to setup a VIP Appointment with Our Manager,

You know your schedule better than I do, when would you be able to commit to an appointment with our manager? Today or Tomorrow?

I want to ask open ended questions that require more than a Yes or No answer!



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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!

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? Have a GREAT Day!

Follow up - Leaving an effective voicemail;

We want to let the customer know what next steps are.

Professional, respectful, sets next steps clearly.

"Hi [First Name], this is [Your Name] at [Dealership Name].

I wanted to connect with you about [specific vehicle / quote / trade / financing option].

If I don't catch you now, no worries — I'll go ahead and send you a quick text and then follow up with another call later today because I know how important this is for you.

If there's a better time for you, just reply via text or call and let me know.

Again, it's [Your Name] at [Dealership and Phone Number]. Talk soon!"

Purpose: Respects time, drives urgency, preempts follow-up.

"Hi [Name], it's [Your Name] at [Store]. I've got an update for you on [vehicle/price/trade] —

if I don't catch you now, I'll text you the info and follow up with another quick call later today.

Feel free to call or text me sooner if you're ready. [Your Name], [Dealership and Phone Number]."

Purpose: Friendly tone, builds connection, softens persistence.

"Hey [Name]! It's [Your Name] from [Dealership]. I had something exciting I wanted to share about your [vehicle or visit] — if I miss you, no worries! I'll send over a quick text and give you another call later today just to check in. Can't wait to connect!

Again, it's [Your Name], [Dealership and Phone Number]."

Bonus Tip: Pair Your Voicemail with a Text Like This

"Hey [Name], just left you a quick voicemail — I'll follow up later, but feel free to text me here if that's easier. — [Your Name] at [Dealership]"

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