



# 1-Incoming Sales Call - Sell the Appointment

***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;** Robert Hutson's, My name is and you are?

**Where did you see/hear about the Vehicle?** Online:Autotrader, Our Website-RobertHutson.com?

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?*

Is this your Cellphone?

What is your email address?

If they ask **Why?** I can send you a Free Carfax report, Pictures, Pre-Approval link ?

**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, how to get here? **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, Please Call 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