

Auto Dealership Cold Call Script



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Introduction & Rapport

'Hi, [Customer's Name]? Hey [Customer's Name], this is [Your Name], I was calling you because I saw here on your profile that you might be negative on your car, do you still owe the [say the car the customer had according to your data/lead info]?

(Pause for response, light acknowledgment -builds trust.)

Reason for the Call

'The reason I'm reaching out is because your car is in a delicate point, where you can still try to turn this into a better situation where you are positive on your vehicle, instead of being negative as you are now, and losing a lot of money later on.

Have you ever thought about getting e newer, better vehicle?

Engagement Question

'Let me ask you if you were to upgrade today, would you be more interested in something with better fuel efficiency, more space, or just a newer version of what you're driving?'

(Listen carefully -their answer gives you the hook.)

Value & Appointment Push

'That makes perfect sense. If somehow you could choose a new vehicle, and a payment affordable for you now, what would that be?

(customer gives you a base to start from)

Oh, ok! (say the good things about the vehicle the customer chose). The good news is we have [specific model / benefit tied to their answer] available right now (if you don't have available now, say that you saw the vehicle on the system and you can get it for them) , and I'd love to see if we can get you out of the car you are now for something like (say the model and payment the customer mentioned).

Look, also, I have some discounts we may be able to qualify you for... I have some time [offer 2 slots: 'this afternoon around 4' or 'tomorrow morning at 10'] which works better for you to stop by so we can look at these options ?'

Handling Hesitation

If they say 'I'm busy / not sure':

'I completely understand. The reason I'd love for you to at least stop in is because these vehicles move quickly -especially with the programs we have right now. Even if you're just gathering info, it'll give you a much clearer picture than browsing online. That way when you are ready, you'll know exactly what works for you.'

Close the Appointment

'So let's do this - I'll schedule you in for [repeat time]. Does that work for you?'

(Confirm, thank them, and end upbeat.)

'Perfect, I'll have everything ready for you. When you get here, just ask for me [Your Name].
Thanks [Customer's Name], looking forward to seeing you then!'