

The 'Intelligent Phone Script' – Step 1 thru 5 !!!

Step 1: Intro

Hi this is _____ calling from 'ABC Motors', and I'm calling to follow up the special invitation that arrived in the brightly colored envelope ... Did you get it ???

Step 2: Name Drop

I just came out of a sales meeting with my general manager, _____, and we are looking at our existing clients that are driving '_____' and I see you have one, do you still have it ???

Step 3: How is everything ??? (then LISTEN)

Well, if you don't mind me asking, how is everything ??? (Probe and Qualify for info) **GET THEM TALKING !!!**

Step 4: The 'Magic Question'

_____ (the MFG) recognizes that you are an existing VIP customer, but unfortunately you're not driving our 'latest and greatest', so let me ask you ... Do you like your _____ today as much as the day you first took it home ???

Step 5: The Reason I'm calling is ...

What _____ (the MFG) wants to know is this ... If we can put you in a new (or newer) _____ so that you can take advantage of all of the new improvements (engine, multi-speed transmissions), with better FUEL economy that will actually LOWER your monthly cost of ownership, would you consider a 'OPTIONS REVIEW' that would allow us to 'MATCH' your existing payment and keep it 'at / or near' the same, if it was as simple as 'SWAPING' keys like you would your cell phone ???

YES ... we are finding that with the increased amount of 'Purchase Assistance' from _____ (the MFG), we are putting our existing customers into newer vehicles and their payments are staying the same !!! **SET the Appt**

NO ... work the Product Showcase angle ... 'well, I didn't expect that you would be in the market for a new car, but why don't you come down, have a look and take the new _____ (newer model) for a drive and see what _____ (the MFG) is building for you, that way when you are ready to make a change, you'll know what we have to offer ... this is more about 'Show and Tell ... not Show and Sell' so leave your wallet at home !!! **SET the Appt.**

If still NO ... the 3Q's that lead to a follow up call:

- 1) If not now, then WHEN ???
- 2) if not that, then WHAT ???
- 3) if not you, then WHO ???

This phone technique WILL WORK for you, AND yes, YOU can do it !!!

Just pick the phone and START calling and the results will ALWAYS follow the effort !!!