

VIP Event Salesperson Call

Hi _____,

This is _____ calling from _____, thank you for taking my call.
We are having a **VIP** Upgrade Event and **YOU** are on the List!!! Are you still driving
your _____?

(if YES)

What's the mileage on it now?
That sounds **great** have you
considered upgrading it?

(if NO, or I no longer have it)

What are you driving now?
What's the mileage on it?
That sounds **great** have you considered
upgrading it?

(if NO)

OTD/LUV/PM (see IWT)

(if Yes or Depends on How Much)

We invited a few of our **VIP** customers like you to come in for an **Options Review**. We
will look at your trade, help you select a vehicle you would consider, then give you your
Best Case Scenario.

We will give you payments, trade value, price, everything you need to consider. The
whole process only takes 35-40 mins, when would be a good time for us to see your
vehicle?

What's better for you, Daytime or Evening?

How is _____ Day _____ say 5 o'clock?

(Not a good time)

No problem, you know your schedule better than I do, you pick a time [wait for answer].

(They pick a time)

Do you have a pen handy? Write this down please [spell your last name]. That's my last name
and my first name is _____.

When you come in on _____ at _____ o'clock, give that piece of paper to the
receptionist, she'll be expecting you. She will page me right away to save you some
time. I look forward to seeing you then, have a great day.

Call Clinchers

I'm not in the market right now (see IWT PM)

Are you still making payments? The reason I ask is that many of our customers come in during our events and are able to get into a new vehicle **Payment Match**. That means you upgrade to a brand-new vehicle for the same or similar payment to what you are paying now. Would upgrading your vehicle to a new one for a similar payment interest you? *(make another appointment attempt)*

I love my vehicle (see IWT OTD)

If you had a chance to go back and buy it all over again, what would be **One Thing** you would do **Different** the next time?

What if we could get you into a new _____ with The One Thing for the same or similar payment to what you are paying now?

Would that be of interest? *(make another appointment attempt)*

I'm too busy to set a time right now

I understand you are busy, and that is why I would like to set a time. I would hate for you to find 30-40 minutes to drop by and us not have the person who needs to see your vehicle available. We are expecting a big turn out with the sale going on. We are open until [Give today's closing time] does that help?

You guys already tried this, and it didn't work out (Most often a credit or trade in issue)

How long ago was that?

(if 6 or more months)

It would be well worth coming in and getting a new **Options Review**. You have made ____ payments since the last time and now owe less. It would be worth a shot, it may make sense this time. *(make another appointment attempt)*

(if Less than 6 months)

It is likely still a little too early. We will keep in touch and re-visit this down the road. *(end call if credit was the issue)*
