

Intelligent Phone Call Resource

We can help you to build an 'emotional connect' with your customer by controlling the first 30 seconds of your conversation. This allows you to inform your customer of the reason for your call and the benefits it can bring to them.

Step 1 - The Intro

Hello this is >>your name<< calling from >>your dealership name<<, we sent you a special invitation...Did you get it?

- Yes – Great!...
- No – Not to worry, we can fix that!

Step 2 – First 'Emotional Connection'

Are you still driving the >>listed vehicle<< that you bought from us?

- Yes – Great!... More importantly >>manufacturer<< wants me to ask you...do you still **love** your car? What do you **love** most about it?
- No – Oh...what did you change it to, and when did you do that? Oh...sounds like we missed an opportunity... do you still love your >>vehicle they changed to<<? What do you **love** most about it? Why – When – Where – How – What - Who

Step 3 – The 'Logical' question

Tell me, roughly how many miles are on your car right now?

Wow that's exceptionally Low - Very Low - Low - Average - High - Very High - Exceptionally High

Step 4 – Second 'Emotional Connection'

I wouldn't expect you to want to change your car, it's only >>x years old<< and only has >>xxxxx miles on it<<. I am sure it is running perfectly, but let's **JUST PRETEND** that for some reason that you had to make a decision about changing your car today...What is the **ONE THING** you WILL have on your next car that you don't have on this one? Wouldn't you agree that 2 things have to happen before anyone buys a new car?... They have to find a car they love as much, if not more than the one they are driving now...and it has to make financial sense!

Step 5 – The Transition to Appointment close

Sounds like you are intrigued?

I am confident that if you allow me 30 to 45 minutes of your time on >>sale day<< there is an 80% likelihood that you will purchase a new vehicle, of course we can't get it right 100% of the time but at these Private Sale events we do get it right 8 time out of 10. If Wednesday / Saturday goes exactly as planned are you likely to be busier in the morning or the afternoon? Great...what I am going to do is put you down for >>your available time<<.

Step 6 – Setting Expectations

Our Private Sale events are different to a normal day, things move faster typically you will spend less than 1 hour with your sales professional because we focus on finding the right car. Knowing that you are committed to making a decision on the day do everything possible provide you figures that make financial sense!

Step 7 – Third Party Witness

We are likely to be very busy on >>appointment day<< so if you don't immediately find me upon your arrival, please ask for >>name of any other person that will be in the dealership on appointment day<<, they will help you find me! Look forward to seeing you then on >>appointments day, appointment time<<