

Private Sale Appointment Script

Introduction

*Hi _____ this is _____ from _____.
Do you have a quick minute?*

Reasons for the call

I'm calling on behalf of our owner _____ to thank you for your business.

_____ wanted me to let you know, that as a VIP customer you qualify and you're invited to our very special Preferred Customer Private Sale this weekend. As a matter of fact you should have received an INVITATION in the mail, did you receive it? Did you read it? Which day can you come down, Friday or Saturday? What time is better for you?

If the Customer is unsure, ask...

What makes this sale so special, is that not only do we have some of the biggest rebates in our history (savings of up to _____ rates as low as _____) PLUS ALSO our owners has allocated a significant amount of money from his advertising budget TO LOWER PRICES EVEN MORE for this special event...

Close #1

Keeping that in mind, who in your family will next be changing vehicles?

Yes - Really, why do you say _____? What are they looking for?

Close #2

Our records show you are driving a _____. Do you still own it? How has it been for you? How many miles / KM does it have? If you were to replace it, what would you want different next time _____?

Close #3

I'm glad you are enjoying your (model), are you a 2 or 3 car family? Really, what are the other vehicles? Which one will you be replacing next? Why do you say...?

Book Appointment / Ask for Referral

So what time is better for you morning or afternoon? Earlier in the afternoon like 2:00 or later like 4:00. Great, can you grab a pen and the invitation, I'll wait. Please write down my name on the invitation. It is spelled _____. My personal cell phone is _____, if you get delayed or can't make it would you be so kind as to call me?

Thanks again for your business, we'll see you (soon or sale day at _____ PM).

No – would you do me a favor? Would you bring that invitation into work and give it to a friend?