

EFFECTIVE CALL BLITZ

5 NEW PHONE SCRIPTS

ACCELERATED DEPRECIATION: customers driving a 2006 to 2007 vehicle

Strategy -> once a car has 6 to 7 years in usage, it becomes not finance-able by traditional banks, so it is subject to a cash only sale for a dealer, greatly lowering its resale value, hence customers driving 2006 / 2007 models should trade in NOW to protect their equity.

SWEET SPOT OPPORTUNITY: customers driving high resale value trades with large rebates

Strategy -> A sweet spot in the market occurs when three things happen.

- 1) Unusually high demand for their trade in the market place,
- 2) Large rebates on the new replacement model,
- 3) Abundant inventory of the new replacement model.

When a sweet spot occurs, we are able to accelerate the customer's trading cycle allowing them to "trade up" to a new model with a minimal increase to their monthly payment.

RETAIL RENEWAL: Customers who have been pre-selected based on F&I calculations, and Canadian Black Book trade in analysis

Strategy -> Due to their equity position, they may qualify for a "payment match" or "payment match with cash back offer".

PRIVATE SALE OFFER: allocation of advertising funds

Strategy -> Programs are so strong right now, good deals are so abundant that the owner of our dealership realized that if he wanted to get your attention and earn your business TODAY, he would need to do something radical, dramatically different, so he did. Our owner has cancelled a substantial portion of our very expensive advertising and he is using the thousands of dollars previously allocated to print, radio, and TV to lower prices significantly for a select number of customers who have been loyal to our brand over the last three to five years. Previously we have been able to offer our customers good deals... this week, we can offer GREAT DEALS.

FACTORY AUTHORIZED EVENT

Strategy -> Our brand has actively buying market share from the competition, and for our Private Sale, the factory has given us a volume bonus and we are using that money to give exceptional deals for this event.

Based on significance of this offer I want to personally invite you to attend this event.

What time is better for you, afternoon or evening?