

THE INTELLIGENT PHONE CALL

The purpose of the call is to book an appointment for the sale. This is done by engaging' the customer and providing them with some information that they didn't know, creating an 'opportunity' to satisfy an uncovered 'Want / Need / Desire' ... SAVE MONEY better fuel economy translates into a lower cost of driving / new vehicle ownership.

The goal here is to create dealership showroom traffic for the sale, and that is done by sharing the '**STORY**' of the event ... the story of the brand & the story of the sale.

Basically the script is broken down into 5-parts:

1. **INTRO:** Hi, this is _____ calling from _____ I'm calling to follow up the invitation that was sent out last week in the brightly colored envelope, did you receive it?
2. **NAME DROP:** I just came out of a management meeting with _____, our _____ and while reviewing current clients driving a _____, your name came up and he/she asked me to call you personally and share with you what is going on. How is everything going with you _____ ?
3. **LISTEN:** People love to talk about' themselves, so listen for an angle.
4. **STORY:** Choose an angle (Pentastar Push, Payment Match, Swap Keys, Product Showcase, and then spin the story — We recognize that you are a 'Grade A customer driving a Grade B product' and the manufacturer wants to know ...
5. **CLOSE:** On _____, we will have a 'Manufacturer Affiliate' present at the dealership which is hosting a special 'Private Sale' for our existing clients, and he has brought some advertising funds that is usually spent on mainstream media (TV, Radio, Magazine and Newspaper) that our DEALER / OWNER has decided to share that money with YOU as a discount, to put together car deals Above & Beyond what you would normally receive. In exchange, our _____ is asking that you come down to the store on _____ during the sale and have a look at the new _____ that has replaced the one you have, and DRIVE a new one, so we can get your opinion and feedback as to the next ^e generation of new products. What time on _____ works best for you, morning or afternoon?

Keep in mind these 3points:

- A) We have the VERY best product we have ever made
- B) We have the largest 'incentive package' we have ever offered
- C) that translates into the lowest cost of new vehicle ownership in our history.

In order for you to be successful in today's market you MUST be face to face with a customer, OR engaged in an activity that will put you there!