

APPOINTMENTS SELL CARS!

Hello _____ ↓ this is _____ calling from <dealership>.

OPTION #1: Just a **quick courtesy call** to ensure you got <Trainer/Manager's> message?

OPTION #2: Just a **quick courtesy call** to see you received your **personal invite** to our **Private Sale**?

YES: Oh great! When are you coming?

NO or NOT COMING: No dramas...

We just got out of a meeting and your name had come up. <Trainer/Manager> had asked about you specifically, **more importantly**,

1. Are you still driving your <year/model>?
2. How has it been treating you?
3. How many kilometers, by the way?
4. Are you still on repayment?
5. Is there anything you'd change about it?
6. Is it still meeting your needs?

Tell me more...

HERE'S WHAT'S DIFFERENT TO MAKE THIS A PRIORITY!

1. With this invite-only Private Sale you're in a **buyer's market**. This means we can help you save in ALL 3 WAYS:
 - a. You get a special **Factory Loyalty Discount**; guest list ONLY.
 - b. Big Data tells us you're in a **Trade Up Sweetspot**; trade over allowances possible.
 - c. You receive **preferred rate financing**; guest list ONLY.

OPTION #1: Based on what you're telling me, it *just makes sense* for us to see you this Wed/Sat!

OPTION #2: Oh, I'm excited! When can you come see me for 30 minutes this Wed/Sat?

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2. You and I both know that **smart people buy** when it's the **BEST TIME** to buy, not when they **HAVE** to buy.
 - a. Smart people buy their new car low, and sell their old car high, right? That's you, right now!
 - b. So, do you think an options review makes sense for you right now because of the big data that's telling us that you're in the right spot?
 - c. You can say no later, but if you are saving the **most** in ALL 3 WAYS, it's at least worth a look, right?

OPTION #1: You're clearly smart with your money. Let's take a look at it when you come in.

OPTION #2: Where are you Wed/Sat morning? We've really got something here!

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3. Since we **REALLY need your <year/model>**,
- You are at the perfect time to trade, and the factory may even be able to pay you a **trade over allowance** on your vehicle, **on top of** its current value.
 - 'Big Data' tells us you have a high demand vehicle, meaning more money for you.
 - You always trade when you **get the best deal, not when you need to, right?**

OPTION #1: Based on what you're telling me, I REALLY want to give you an offer on your car.

OPTION #2: I really need to see your trade! When can I see it? Morning or afternoon?

4. You sound like someone who enjoys the **latest and greatest** features, style, and upgrades.
- Come **slid behind the wheel** of our new <model>. You're going to love it!
 - I think you're really going to love the new <feature> **because** it does this <benefit>. Plus you get a special factory loyalty offer this Wed/Sat.
 - You **don't need to buy it now**, but at least check out the deal while you have something special available to you.

OPTION #1: Oh you **want** this car! You're going to look **SO GOOD** behind the wheel. At least come check it out while you get your exclusive special offer!

OPTION #2: I'm excited! When can you come see me for 30 minutes this Wed/Sat?

5. We can only offer you this pricing on Wed/Sat. We **don't want you to MISS OUT!**
- It's only for people on the **guest list**, and it's meant to reward our loyal clients.
 - We redirect marketing funds, so when the sale ends, the **funds are cut off**, just like a month end.
 - This is your best chance to get the **lowest price in Australia!** Don't lose out!

OPTION #1: Let's take a look at it when you come in? We'll make something happen, for sure!

OPTION #2: Where are you Wed/Sat morning? We've really got something here!

6. We'd like to offer you some **compensation for your frustration** by way of a special discount on a vehicle upgrade.
- We will look at your trade value 'as if' you didn't have any troubles, and see if there is a trade over allowance available.
 - We will also look at how we can offer up a special deal on a new vehicle to ensure you leave a happy customer again.
 - No other brand would do this** for you. Now's your chance to hit the reset button, and for us to show you that we care.

OPTION #1: First, let me apologize for your frustration. Let's take some time to discuss this more when you come in.

OPTION #2: Where are you Wed/Sat morning? We've really got to deal with this matter and put it behind us, together.

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I have no plans on changing.

I'm happy with my car.

I just paid it off.

I'm not coming.

I'm not interested.

I don't have the car anymore.

I bought a different brand.

I might pop in.

I'm out of town. I'm busy.

I'll check with the wife/husband.

My car is perfectly fine. Why would I change?

What's my trade worth? What's the offer?

I'd never deal with your dealership/brand again.

- **No urgency** to buy **NOW**.
- **Lack of confidence** in product/service.
- **Lack of value** in product/service.
- Actual or perceived **lack of funds**.
- **Conflicting priorities** between decision makers.
- **Bought elsewhere**.

SHOW THEM WHAT'S DIFFERENT TO MAKE US A PRIORITY!

Compelling Rebuttals

- At least come in for an **options review**. We think you have a high opportunity of winning!
- You can always **say no later**. It's definitely not a waste of time!
- Is it okay that I **give your money away**?
- **Best case scenario**, you get a deal you can't say no to.
- We really **NEED your car** and we're willing to put a proper offer on it while the market is to your advantage.
- If your **car was stolen** last night, and for the **same payment** you could have a **brand new car** in your driveway, or get your old car back. Which car would you want?
 - Either way, you **still have a payment**. Why not have a new car?
- What if...
 - I could put \$20/week in your pocket for the next 5 years?
 - I gave you \$3,300 PLUS your next 2 years of payments?
 - I put \$10,000 CASH in your pocket?
 - I paid you back the \$1,700 you spent on your service bill that we couldn't cover under warranty at the time?
- What's my trade worth? What's the deal? What's the preferred rate?

That depends.

Voicemail

Hello <customer>. This is <salesperson> calling from <dealership name> regarding your <year/model>. While this call isn't urgent, it is important that we speak at your earliest convenience. Can you please call me directly at <dealership phone #>? That's <salesperson> at <dealership phone #>. Thank you.

Hot & Warm Leads

[illegible]

Ask for the appointment every time.

Appointments made 15 minutes past the hour have a higher show rate as they are more memorable. Keep asking for the appointment using your assumptive language.

*“Please don’t mistake my persistence for pressure. I’m calling because I **believe** I can help you.”*

Appointment Log

[illegible]

Appointments without times don't show up.

If you want to increase your show rate, always be sure to get an appointment time, even if it's a "perfect world" scenario, you will see more people stay true to their commitment with a time.

"Whether you think you can or you can't, you're right." ~Henry Ford

Notes

[illegible]

The number one reason is fear.

Take a leap of faith in yourself. Get outside of your comfort zone and try. Try something that will make you better, stronger, and more successful. Trust in our process and reap the rewards.

"Nothing worthwhile in life was ever easy." ~Theodore Roosevelt