

BDC Smart Response Library – Full (20 Scenarios)

New Internet Lead – Inventory Inquiry

Email: Hi [Name], thanks for your interest in the [Year Make Model]. We currently have [X] in stock, including the trim you viewed online. Right now, [OEM] is offering [\$ Incentive] plus [APR% financing]. I can reserve one for you — would Thursday at 6:15pm or Saturday at 10:30am work best for a quick drive?

SMS: Hi [Name], this is [Agent] from [Store]. Great news — we have the [Model] you viewed available! Want me to hold it for you Thursday evening or Saturday morning?

Call Prompt: Mention inventory + incentive + 2 time options.

Price Inquiry – Best Price

Email: Great question! The [Model] is currently priced at \$[price] with [incentive]. I'd love to review options in person — I can have one ready for you. Does Thursday evening or Saturday morning work best?

SMS: Hi [Name], the [Model] you asked about is \$[price] with incentives applied. Can I reserve one for you to see Thursday or Saturday?

Call Prompt: Always provide ballpark pricing + appointment invite.

Trade-In Interest

Email: Thanks for sharing info on your [Year Make Model]. We can give you a real value in minutes. Would you like to stop in Thursday at 6:15pm or Saturday at 10:30am for a quick appraisal and test drive of the [new model]?

SMS: Hi [Name], your [Trade Vehicle] could be worth more than you think! Want to stop by for a 15-min appraisal this week?

Call Prompt: Always ask if they'd like to get an instant appraisal while test driving the new vehicle.

Multiple Vehicles Viewed

Email: I noticed you viewed a few models — great choices! We have both [Model A] and [Model B] in stock. Which one do you want to test drive first?

SMS: Hi [Name], we have both the [Model A] and [Model B] you looked at online. Want to test both Thursday evening?

Call Prompt: Ask them to compare features with back-to-back test drives.

Finance/Payment Concern

Email: Great news — incentives right now include 2.9% APR + \$1,500 cash. We can tailor payments to your needs. Want to stop in for a quick review?

SMS: Hi [Name], we can help fit the [Model] into your budget with current incentives. Want to stop by for a quick payment review?

Call Prompt: Reassure financing options and invite for 15-min consultation.

Lease vs Purchase Inquiry

Email: Thanks for asking about leasing vs buying. Both are great options depending on your goals. Would you like me to show you both payment options Thursday or Saturday?

SMS: Hi [Name], want me to prepare both lease and purchase options for the [Model] so you can compare in person?

Call Prompt: Explain quick differences, then push appt to review in person.

No Response After 24h

Email: Just checking in — I didn't want you to miss out on the [Model]. Incentives of [\$X] are still available. Want me to hold one for you Thursday or Saturday?

SMS: Hi [Name], still interested in the [Model]? I can hold one for you. Thursday or Saturday work?

Call Prompt: Light nudge and re-offer appt.

No Response After 48h

Email: I wanted to follow up again on the [Model]. Inventory moves quickly — would you like me to hold one?

SMS: Hi [Name], still thinking about the [Model]? We still have availability. Want to stop in this week?

Call Prompt: Urgency push + incentives expiring soon.

Manager Escalation – 7 Days No Response

Email: Hi [Name], this is [Manager] at [Store]. I wanted to personally thank you for considering us. We still have [Model] available with [\$ incentive]. I'd be happy to meet with you directly — when works best?

SMS: Hi [Name], this is [Manager] — we still have your [Model]. Can we connect this week?

Call Prompt: Manager introduces themselves + urgency.

Buying Signal Detected

Email: I noticed you revisited the [Model] page. Great choice — it's still available with [\$ incentive]. Want to come in Thursday or Saturday?

SMS: Hi [Name], saw you're still interested in the [Model]. Want me to hold one for you?

Call Prompt: Congratulate on interest + push appt.

Final Chance Before Closeout

Email: The incentives on [Model] end this week — last chance to secure it. Would you like me to reserve one?

SMS: Hi [Name], incentives on [Model] end soon — want to stop by?

Call Prompt: High urgency, last call tone.

Appointment Confirmation

Email: Looking forward to seeing you [Day Time]. Your [Model] will be ready. Please bring your driver's license!

SMS: Confirming your appt for [Model] on [Day/Time]. Reply C to confirm.

Call Prompt: Friendly confirmation, offer reschedule if needed.

Reschedule Appointment

Email: Sorry we missed you today! Let's find another time. Would tomorrow or Thursday evening work?

SMS: Hi [Name], sorry we missed you! Want to reschedule for this week?

Call Prompt: Empathetic tone + offer 2 new time slots.

Reminder SMS (Day Of)

SMS: Hi [Name], reminder of your test drive appt for [Model] today at [time]. Bring your license. We'll have it ready!

Email: Reminder of your [Model] appt today at [time].

Call Prompt: Quick reminder, verify time still works.

Missed Appointment Recovery

Email: Sorry we missed you! The [Model] is still available. Can we reschedule?

SMS: Hi [Name], sorry we missed you! Want to reschedule this week?

Call Prompt: Re-invite with no pressure tone.

Post-Test Drive – Didn't Buy

Email: Thanks for stopping in today! The [Model] you drove is still available. Want me to reserve it for you this weekend?

SMS: Hi [Name], thanks for visiting! Want me to hold the [Model] for you this weekend?

Call Prompt: Ask if they have lingering questions.

Post-Sale Thank You

Email: Thank you for your purchase! We appreciate your business. Please don't forget to leave us a review.

SMS: Thanks for your purchase of the [Model], [Name]! Enjoy your new vehicle!

Call Prompt: Congratulate and thank personally.

Unsold Visit Follow-Up

Email: Thanks for visiting. The [Model] you looked at is still available, plus incentives are active. Want to stop back in?

SMS: Hi [Name], we still have the [Model] you looked at today. Want to come back this week?

Call Prompt: Invite to return, mention incentive.

End-of-Month Incentive Push

Email: Last chance — month-end incentives on [Model] end tomorrow. Can I reserve one for you?

SMS: Hi [Name], month-end specials on [Model] end tomorrow. Want to stop in?

Call Prompt: Month-end urgency close.

Credit Challenged Customer

Email: We specialize in helping customers with all credit backgrounds. We'd love to help you. Would you like to come in?

SMS: Hi [Name], we have programs for all credit types. Want to come by?

Call Prompt: Empathetic tone, reassure solutions exist.

Out-of-Area Shopper

Email: Thanks for reaching out from [City]. We can help with delivery or travel assistance. Want to schedule a virtual walk-around?

SMS: Hi [Name], we deliver vehicles to [City]. Want to set up a virtual or in-person appt?

Call Prompt: Mention delivery assistance, push to virtual or physical appt.

Vehicle On Order / Inbound

Email: The [Model] you asked about is inbound. ETA is [Date]. Want me to reserve it for you?

SMS: Hi [Name], [Model] is inbound — arriving [Date]. Want me to hold it?

Call Prompt: Build excitement + reserve appt around arrival.

Vehicle Sold – Alternatives

Email: The [Model] you inquired about was just sold, but we have similar options: [Alt1], [Alt2]. Want to test drive?

SMS: Hi [Name], [Model] just sold, but we have similar vehicles ready. Want to come in?

Call Prompt: Apologize, pivot to alternatives.

Service-to-Sales Equity Mining

Email: Hi [Name], during your recent service visit we noticed your [Vehicle] has equity. We could get you into a newer model with similar payments. Want to discuss?

SMS: Hi [Name], your [Vehicle] has strong trade value. Want to see upgrade options?

Call Prompt: Equity pitch + test drive invite.