

BDC Smart Response Library v1

1. 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?

2. Price Inquiry – “What’s your 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?

3. Customer Says “I’m Just Shopping”

Call Prompt: Acknowledge → 'Totally understand, most customers start that way.' Invite low-commitment → 'Why not a 15-min no-obligation test drive?' Push appt → Give 2 time slots.

Email/SMS: No pressure! Many of our customers start by looking around. Why not swing by for a quick 15-minute drive? That way, you'll know if it's a good fit.

4. 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?

5. No Response After Initial Email (24h Auto-Follow)

Email: Just checking in — I didn't want you to miss out on the [Model] we discussed. 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?

6. Customer Looked at Multiple Vehicles Online

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?

7. Finance/Payment Concern

Call Prompt: Highlight incentive → 'Chevy is offering 2.9% APR + \$1,500 cash right now.' Reassure → 'We work with many lenders to find the right payment.' Push appt → 'Would you like to stop in for a quick review Thursday or Saturday?'

Email/SMS: 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?

8. After Appointment No-Show

Email: Sorry we missed you today! The [Model] you were interested in is still here, and incentives are active. Can we reschedule for tomorrow or Thursday evening?

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

9. Post-Test Drive – Didn't Buy

Email: Thanks for stopping in today! The [Model] you drove is still available. I'd love to answer any lingering questions. Would you like me to reserve it for you this weekend?

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

10. Manager Follow-Up (Escalation Touch)

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] at [Store]. We still have your [Model] available — can we connect this week?