

BDC Training Packet: Generative AI Alternative vs. VIN Solutions

This training packet includes both Email and Call demo scripts to show how the Generative AI Alternative improves customer engagement and appointment setting compared to VIN Solutions.

Section 1: Email Demo Script

Step 1: Customer Inquiry

"Hi, I saw the 2025 Chevy Traverse on your website. Do you have it in stock and what's the best price?"

VIN Solutions (Current):

Template Response: 'Thank you for your interest in the Chevy Traverse. We'd love to have you visit our dealership. Please let me know when you can come in.'

Problems: No inventory confirmation, no pricing, canned response, manual task completion.

Generative AI Alternative (Future):

AI Response: 'Hi Sarah, thanks for reaching out about the 2025 Chevy Traverse. Great choice — we currently have 3 in stock, including the RS trim you viewed online. This week we're offering \$1,500 in customer cash plus 2.9% APR financing. Would you like to stop by this Thursday or Saturday to test drive? I'll reserve one for you.'

Improvements: Personalized, live inventory & incentives, urgency, appointment push, task auto-completed.

Step 2: Appointment Setting

VIN Solutions Today

Manual phone follow-up, dependent on agent skill, inconsistent success.

Generative AI Alternative

Email includes CTA, AI auto-follows up in 24h, AI assists agent with real-time call prompts.

Step 3: Outcome

VIN Solutions: ~10–15% conversion from internet leads to appointments.

Generative AI Alternative: Projected +15–20% lift (closer to 25–30% conversion).

Section 2: Call Script Roleplay

Step 1: Opening the Call

Customer: 'Hi, I'm calling about the 2025 Chevy Traverse I saw on your website. Do you have it in stock, and what's the best price?'

VIN Solutions (Current):

Agent: 'Thanks for calling about the Chevy Traverse. Yes, we have several available. Why don't you stop by and we can go over pricing in person.'

Weakness: Generic, avoids pricing, no urgency, leaves customer uncertain.

Generative AI Alternative (Future):

AI Prompt: ■ Mention stock count, ■ Incentive, ■ Offer 2 appointment options.

Agent: 'Great choice! We currently have 3 Traverses in stock, including the RS trim you looked at online. Right now, Chevy is offering \$1,500 in customer cash plus 2.9% APR financing. I can reserve one for you — would Thursday evening or Saturday morning work better for a test drive?'

Strength: Personalized, transparent, creates urgency, directs toward appointment.

Step 2: Handling Objections

Customer: 'I'm just shopping around right now.'

VIN Solutions (Current):

Agent: 'Okay, no problem. Feel free to call us back when you're ready.'

Result: Conversation ends, no appointment.

Generative AI Alternative (Future):

AI Prompt: ■ Reassure, ■ Offer low-commitment visit, ■ Position test drive as no obligation.

Agent: 'I completely understand, most of our customers start out that way. Why don't you stop in for a quick 15-minute test drive? That way, you'll know exactly how the Traverse feels before making any decisions.'

Result: Keeps conversation alive, increases chance of appointment.

Step 3: Closing the Call

VIN Solutions: Appointment depends on agent's skill and persistence.

Generative AI Alternative: Appointment push is consistent with AI objection handling and urgency prompts.

Roleplay Instructions:

1. Pair up: One person is the customer, the other is the agent.
2. Run scenario first in VIN Solutions style.
3. Repeat with AI prompts guiding the agent.
4. Compare outcomes: Was an appointment secured? Did the agent feel more confident?

Key Training Message:

AI doesn't replace the agent — it makes every call and email consistent, confident, and appointment-focused.