

BDC Roleplay Call Script: VIN Solutions vs. Generative AI Alternative

Scenario: Customer Calls About a 2025 Chevy Traverse

"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?"

Step 1: Opening the Call

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 for BDC Team:

1. Pair up: One person is the customer, the other is the agent.
2. Run scenario first in VIN Solutions style (manual, template-driven).
3. Repeat scenario 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 consistent, confident, and appointment-focused.