

# BDC Smart Response Training Packet v2

Roleplay drills comparing VIN Solutions vs. Generative AI Alternative across the 20 core scenarios.

## New Internet Lead – Inventory Inquiry

VIN Solutions (Current): 'Thanks for your interest in the [Model]. Why don't you stop by and we can review options.' Weakness: Generic, no urgency, manual task.

Generative AI Alternative (Future): 'Hi [Name], we have 3 [Model] in stock including the trim you viewed. This week there's \$1,500 cash back + 2.9% APR. Would Thursday evening or Saturday morning work best for a test drive?' Strength: Personalized, incentive-driven, appointment-focused.

Roleplay Drill: Pair up. Run VIN version first, then AI version. Compare: Did the customer agree to an appointment? Did the agent feel more confident?

## Price Inquiry – Best Price

VIN Solutions (Current): 'We'd love for you to come in and talk price.' Weakness: Avoids question, no urgency.

Generative AI Alternative (Future): 'The [Model] is currently \$[price] with incentives applied. I can reserve one — would Thursday or Saturday work for you?' Strength: Transparent, urgent, pushes appointment.

Roleplay Drill: Run both. Measure: Did the AI script lead to appointment offer acceptance?

## Customer Says 'I'm Just Shopping'

VIN Solutions (Current): 'Okay, call us when you're ready.' Weakness: Ends conversation.

Generative AI Alternative (Future): 'I completely understand, most start that way. Why not a quick 15-min no-obligation test drive? It'll help you compare.' Strength: Keeps conversation alive.

Roleplay Drill: Run both. Compare: Did the AI script keep dialogue open and move toward appointment?

## Trade-In Interest

VIN Solutions (Current): 'We'd love to take a look at your trade when you come in.' Weakness: No appointment push.

Generative AI Alternative (Future): 'We can value your [Trade] in 15 minutes while you test drive the [Model]. Does Thursday or Saturday work best?' Strength: Specific, value + appointment.

Roleplay Drill: Run both. Did AI script tie trade appraisal to visit, creating urgency?

## **Finance/Payment Concern**

VIN Solutions (Current): 'We'll go over finance when you come in.' Weakness: No reassurance.

Generative AI Alternative (Future): 'Chevy is offering 2.9% APR + \$1,500 rebate. We work with many lenders to fit payments. Would Thursday or Saturday work for a 15-min review?' Strength: Reassures + sets appointment.

Roleplay Drill: Run both. Did AI script ease concerns and secure appt?

## **Appointment Confirmation**

VIN Solutions (Current): 'Your appointment is noted.' Weakness: Basic, no engagement.

Generative AI Alternative (Future): 'Looking forward to seeing you [Day/Time]. Your [Model] will be ready. Bring your license! Want me to prep a second option for you to compare?' Strength: Adds value + excitement.

Roleplay Drill: Compare outcomes — does AI script feel more engaging?

## **Missed Appointment Recovery**

VIN Solutions (Current): 'Sorry we missed you.' Weakness: Passive.

Generative AI Alternative (Future): 'Sorry we missed you today! The [Model] is still available. Can we reschedule tomorrow or Thursday?' Strength: Active recovery with options.

Roleplay Drill: Run both. Compare: Did AI script recover lost appointment?

## **Post-Test Drive – Didn't Buy**

VIN Solutions (Current): 'Thanks for stopping in.' Weakness: No next step.

Generative AI Alternative (Future): 'Thanks for visiting today! The [Model] you drove is still available. Would you like me to reserve it for this weekend?' Strength: Creates urgency.

Roleplay Drill: Run both. Compare: Did AI script generate re-engagement?

## **Manager Escalation – 7 Days No Response**

VIN Solutions (Current): Often no manager outreach. Weakness: Lead stagnates.

Generative AI Alternative (Future): 'Hi [Name], this is [Manager] at [Store]. We still have [Model] with incentives. Can I personally meet with you this week?' Strength: Authority, urgency.

Roleplay Drill: Run both. Did AI script's escalation secure renewed interest?

## **Service-to-Sales Equity Mining**

VIN Solutions (Current): Typically overlooked.

Generative AI Alternative (Future): 'Hi [Name], during service we noticed your [Vehicle] has equity. We can get you into a newer model with similar payments. Want to come in?' Strength: Uses service touchpoint.

Roleplay Drill: Compare VIN vs AI. Did AI script open new opportunity conversation?