

BDC Smart Response Library (20 Scenarios)

Examples:

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. Right now, [OEM] offers [\$ Incentive] + [APR% financing].

Can I reserve one for you Thursday at 6:15pm or Saturday at 10:30am?

2. Price Inquiry – Best Price

Email: The [Model] is currently priced at \$[price] with [incentive].

I can have one ready for you — does Thursday or Saturday work best?

3. Customer Says “I’m Just Shopping”

Call Prompt: 'Totally understand, most customers start that way. Why not a quick 15-min test drive?'

→ Provide 2 appointment slots.

4. Trade-In Interest

Email: Thanks for sharing info on your [Trade].

We can give you a real value in minutes — want to stop in Thursday or Saturday?

(...16 more scenarios covering objections, no-shows, payment concerns, manager escalation, etc.)