

Inbound Call Appointment Script for Car Sales Professionals

Objective

To convert inbound phone inquiries into firm, same-day or next-day sales appointments by building value, creating urgency, and effectively overcoming common customer objections.

Phase 1: The Greeting & Information Gathering

Salesperson: "Thank you for calling [Dealership Name], this is [Your Name]. How can I help you?"

Customer: "Hi, I'm calling about the [Vehicle Model] I saw online."

Salesperson: "Excellent choice! That's a fantastic vehicle. And who do I have the pleasure of speaking with?"

Customer: "[Customer Name]."

Salesperson: "Great to meet you, [Customer Name]! To make sure I give you the most accurate information, do you have the stock number or VIN for the specific one you were looking at?"

(Listen and confirm you have located the correct vehicle.)

Salesperson: "Perfect, I have it right here. It is a beautiful [Color] [Vehicle Model], and I'm just confirming its availability... *(short pause)*... Yes, great news, it is available! Are you nearby, or are you planning on heading this way shortly to see it?"

(This is the first pivot to the appointment. It's a soft, assumptive question.)

Phase 2: Overcoming Objections & Setting the Appointment

This is where the customer will present their objections. Here's how to handle the most common ones.

Scenario A: The "Just Give Me the Numbers" Objection

Customer: "I'm not coming in yet. Can you just give me your best price / the numbers / what my trade is worth / my monthly payment?"

Salesperson: "I completely understand you want to get all the numbers upfront, [Customer Name]. In today's market, with rebates and incentives changing so quickly, the best and most accurate way for me to get you the absolute best price is in person. It only takes about 15 minutes."

Customer: "Why can't you just tell me now?"

Salesperson: "That's a fair question. The main reason is that I don't want to give you the wrong information. To get you a locked-in price and a firm number on your trade-in, we need to see your vehicle's condition. It would be a disservice to you to give you an estimate over the phone that might change later. My goal is to save you time and get you every single discount you qualify for when you're here."

So, which works better for you to pop in, this morning or this afternoon?"

Scenario B: The "I Don't Want to Come In / I'm Too Busy" Objection

Customer: "I'm too busy to come in today." or "I don't have time."

Salesperson: "I totally get that. Life is incredibly busy, and that's exactly why we set firm appointments. This way, I can have the [Vehicle Model] cleaned, fueled, and pulled up front, ready for you when you arrive. You won't have to wait for a salesperson or for the car. The whole process will be quick and efficient.

I can make this very fast for you. I have an opening in about 30 minutes, or would later this afternoon be better?"

Scenario C: The "Can You Just Email Me?" Objection

Customer: "Can you just email me a price sheet?"

Salesperson: "Absolutely, I can definitely send you the vehicle details. While you have me on the phone, though, let's go ahead and schedule a time for you to actually see and drive it. An email can't give you the feeling of being behind the wheel, and I want to make sure it's the perfect fit for you before we even talk numbers.

We have two options for a quick visit: **today or tomorrow**. Which of those works best for your schedule?"

Scenario D: The "I Can't Commit to a Time" Objection

Customer: "I'm just not sure what my schedule looks like yet." or "I don't want to be locked into a time."

Salesperson: "I completely understand. Schedules can be unpredictable, and I don't want you to feel pressured at all. How about we do this: let's set a *tentative* appointment for, say, this afternoon around 4:15? It's not set in stone, but it gives me a heads-up to have the [Vehicle Model] ready for you. That way, if you *are* able to make it, you won't have to wait a minute. All I ask is, if you find you can't make it, would you mind giving me a quick call or text to let me know? That just frees me up to help another family. And if I haven't heard from you, would it be okay for me to reach out about 30 minutes before our tentative time just to check in? Would that be fair?"

Phase 3: Locking Down the Time (The 15/45 Technique)

Once the customer agrees to a day (e.g., "Okay, I can come in today"), immediately narrow down the time using specific, memorable slots.

Salesperson: "Fantastic! You're going to love this car. So for **today**, is the **morning or the afternoon** a better time for you?"

Customer: "The afternoon."

Salesperson: "Great. To make it easy to remember and to ensure I'm exclusively available for you, I have two afternoon slots open: **3:15 or 3:45**. Which of those is better for you?"

(This technique makes the appointment feel more concrete and is psychologically easier for the customer to remember than a time on the hour or half-hour.)

Customer: "3:45 works."

Phase 4: Confirmation & Setting Expectations

Salesperson: "Excellent! I have you down for **3:45 PM today**. I'll have the [Vehicle Model] ready and waiting for you right out front.

A couple of quick things:

1. Our address is [Dealership Address]. Does your GPS find that easily?
2. Please remember to bring your driver's license for the test drive.
3. If you are trading a vehicle, it's helpful to bring the car, the keys, and the title or payment information if you have it.

I'll send you a confirmation text right now with my name and our address. Does that sound good?"

Customer: "Yes, that's great."

Salesperson: "Perfect. We'll see you at 3:45, [Customer Name]. I'm looking forward to helping you!"