# Ford and Lincoln Dealer Sales Journey Prompts – Northwest Region

Customized for Washington, Oregon, Idaho, and Alaska Markets

## Lead Management & Initial Contact

* Inbound Web Lead Follow-Up
* Price Shopper Reconnect
* Abandoned Chat Revival
* Trade-In First Touch
* Service-to-Sales Warm Handoff
* CRM Lead Tagging Ideas

## Appointment Setting & Confirmation

* Busy Prospect Follow-Up
* Text Confirmation Template
* No-Show Follow-Up
* Appointment Agenda Script

## Showroom Experience & Needs Assessment

* Greeting a Family
* Digging into Needs
* Handling ‘Just Looking’
* Tech Feature Demo Script

## Test Drive Management

* Pre-Drive Overview
* Post-Drive Questions
* Addressing Discomfort

## Negotiation & Objection Handling

* Price Objection Response
* Dealer Fee Explanation
* Trade-In Objection Response
* ‘Thinking About It’ Handling
* Scarcity Message

## Closing & F&I Transition

* Trial Closes
* Transition to F&I
* Celebrate the Sale

## Digital Engagement & Follow-Up

* No-Sale Follow-Up Email
* Video Walkaround Follow-Up
* Value Over Price Email
* Re-Engagement Message

## Loyalty & Referrals

* Referral Request Post-Delivery