# Northwest Ford & Lincoln Sales Journey Playbook

Customized Sales Training Guide for Dealerships in Washington, Oregon, Idaho, and Alaska

## 1. Lead Management & Initial Contact

* Inbound Web Inquiry: Respond to F-150 Hybrid interest from Olympia. Highlight towing capability and remote start. Invite customer for a cold-weather test drive.
* Price Shopper Email: Emphasize Escape Hybrid's fuel efficiency and all-weather safety features. If applicable, mention dealer-offered powertrain warranties—never imply it's Ford standard.
* Abandoned Chat Follow-Up: Confirm Bronco Sport availability and send video tour with a message: 'Thought you’d like a closer look at its Yakima-ready ride height and rear cargo setup.'
* Trade-In Outreach: Customer in Soldotna asks about trading a 2016 Tacoma. Request mileage, trim, condition. Mention market demand for AWD trucks in Alaska.
* Service-to-Sales Hand-Off: Build on a positive service review in Eugene with a warm intro from the GSM. Offer a complimentary equity review and pre-approval scan.
* CRM Lead Tags: Suggested tags – 'EV Interest: Mach-E', 'All-Weather Priority', '3rd Row Needed', 'Trade-In Focus', 'Towing Feature Shopper'.

## 2. Appointment Setting & Confirmation

* Objection Handling: If the customer says 'too busy', offer mobile test drive in Coeur d’Alene or a weekend visit with appointment concierge.
* Appointment Confirmation SMS: 'Hi Mike, your test drive of the F-150 Lightning is confirmed for 10am tomorrow with Sara at Ford of Kirkland. Need directions? Let us know!'
* No Show Re-Engagement: 'We missed you yesterday and hope everything’s okay. We’d still love to show you the Explorer Timberline—it’s perfect for winter road trips.'
* Appointment Agenda Confirmation: 'We’ll demo the SYNC 4A voice control and hands-free tailgate—the exact features you asked about in Bellevue.'

## 3. Showroom Experience & Needs Assessment

* Greeting Families: 'Welcome! Planning adventures in the Cascades or just looking for more space? Let’s find something with comfort, space, and top safety ratings.'
* Uncovering Hidden Needs: 'I know you’re focused on horsepower—do you plan to daily drive it through Portland traffic or take longer trips where comfort matters too?'
* Handling ‘Just Looking’: 'Feel free to browse! We just got the 2025 Explorer Timberline in—let me know if you want a quick peek at the upgrades.'
* Tech Feature Walkaround: 'Let me show you how this 360-degree camera helps in tight Anchorage parking lots and narrow ferry lanes in Puget Sound.'

## 4. Test Drive Management

* Pre-Test Drive Briefing: Outline a route including a hill for towing, a highway stretch, and a stop/start section—adjustable for weather and terrain.
* Post-Test Drive Questions: 'How did the ride feel going over those potholes?' or 'Did the cabin noise meet your expectations for longer road trips?'
* Seat Comfort Objection: If they mention discomfort, pivot to another trim: 'The Lariat offers adjustable lumbar and premium padding—let’s compare feel side-by-side.'

## 5. Negotiation & Objection Handling

* Price Objection Response: Focus on resale value, warranty coverage, and FordPass perks—especially for high-mileage Northwest drivers.
* Dealer Fee Justification: 'That covers our compliance processing, temporary licensing, and digital registration so you leave fully road-legal.'
* Trade-In Objection: Walk through the market-based evaluation. Offer to reappraise post-inspection or roll in incentives if they’re close to a deal.
* 'Think About It' Response: Ask, 'Is it more about the numbers, the model, or the timing? That’ll help me better support you.'
* Scarcity Close: 'This is one of only two hybrids in the region. I’d hate for you to miss out—should I hold it while you think it over?'

## 6. The Close & F&I Transition

* Trial Close Examples: 'Do you see this working for your everyday commute and weekend getaways?'; 'Does this feel like your next vehicle?'
* F&I Handoff Script: 'I’ll connect you with Karen in finance—she’ll make sure all your options are explained clearly and help protect your new investment.'
* Celebration Script: 'Congratulations! This Explorer will serve you well in any Northwest weather. Let’s get your keys and send you off right!'

## 7. Digital Engagement & Follow-Up

* Post-Visit Thank You Email: Recap the customer’s visit and link to vehicle brochures or incentives. Suggest another model based on their feedback.
* Video Walkaround Follow-Up: Ask for feedback on the video. Offer to record another model if they’re still undecided or show interior configurations.
* Online Price Focus Email: Respond with value insights: 'Rather than just a number, let me show you what you get—especially for long-term total cost of ownership.'
* Stale Lead Re-Engagement: Highlight new arrivals, limited-time rebates, or interest rate offers. Use subject lines like: 'Still interested in the Edge? Great new offers just dropped!'

## 8. Loyalty & Referrals

* Referral Ask Script: 'If anyone in your circle is looking too, I’d love to provide them the same great experience you had today. You’ll both benefit!'