# Quick-Reference Guide: Sales Journey Prompts for Ford & Lincoln Dealers

For use at sales desks, BDC stations, and showroom coaching. Washington, Oregon, Idaho, Alaska focused.

## Lead Management & Initial Contact

* 🔹 Web Lead: Personalize response by model & feature interest (e.g., towing for F-150). Invite for weather-appropriate test drive.
* 🔹 Price Shopper: Focus on value (e.g., FordPass, resale, all-weather capability). Avoid pure price war.
* 🔹 Abandoned Chat: Confirm model availability. Re-engage with personalized video.
* 🔹 Trade-In: Request condition, mileage. Mention regional demand (e.g., AWD in Alaska).
* 🔹 Service-to-Sales: Build on positive visit. Offer complimentary equity check.
* 🔹 CRM Tags: 'EV Interest', 'Winter-Ready Need', 'Family SUV', 'Trade Focus'.

## Appointment Handling

* 🔹 Too Busy? Offer mobile test drive or flexible weekend slots.
* 🔹 Confirm Appt: Include name, time, model, and contact info via SMS.
* 🔹 No-Show: Re-engage positively. Reconfirm vehicle interest.
* 🔹 Agenda Confirm: Repeat their feature interest (e.g., SYNC, 3rd row).

## Showroom & Test Drive

* 🔹 Greet with Purpose: 'What brings you in today—space, safety, adventure?'
* 🔹 Uncover Hidden Needs: 'How do you use your vehicle during the week vs. weekends?'
* 🔹 'Just Looking': Respect space. Offer to preview latest arrivals.
* 🔹 Test Drive: Outline route. Afterward ask, 'How did it handle hills or snow-like bumps?'

## Objections & Negotiation

* 🔹 Price: Emphasize ownership value, not sticker price.
* 🔹 Dealer Fees: Explain licensing, digital paperwork handling.
* 🔹 Trade Objection: Offer to revisit after recheck or deal structure.
* 🔹 Think About It: Ask what they’re deciding on—price, model, timing?
* 🔹 Scarcity: Inform without pressure: 'Only 2 left—want me to hold it?'

## Closing & Delivery

* 🔹 Trial Close: 'If the numbers look good, is this your next vehicle?'
* 🔹 F&I Intro: Build trust. 'Our finance manager will walk you through options clearly.'
* 🔹 Celebrate: 'Great choice—this fits life in the NW perfectly!'

## Digital Follow-Up & Loyalty

* 🔹 After Visit: Recap interest. Invite another look with brochure link.
* 🔹 Video Follow-Up: Ask for feedback. Offer additional walkarounds.
* 🔹 Price Focused Lead: Redirect to value benefits in-person.
* 🔹 Re-Engage: Mention new arrivals, incentives.
* 🔹 Referrals: Ask after delivery—'Know anyone who needs great service like this?'