# Northwest Ford & Lincoln Sales Journey Playbook

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

## 1. Lead Management & Initial Contact

Customized outreach techniques and lead tagging for targeted engagement across varied terrain and consumer habits in WA/OR/ID/AK.

* 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 lifetime powertrain warranty and all-weather safety over competitors’ pricing.
* 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

Proactive responses and templates for confirming, recovering, and enhancing appointment show rates.

* 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.'