

THE PROSPECTING PROCESS

Following are some script ideas for making prospecting calls.



In order to proactively manage lead generation, it is good practice to run a number of weekly reports each month to identify the customers and prospects for yourself or your sales team to contact. Such prospects can be generated from existing data within your dealership;

1. Customer database

Run a weekly report from your customer database to identify existing customers who bought their car in the current month in previous years.

2. Enquiry management system

Identify prospects from your enquiry management system who have not yet bought and become a customer.

3. Service database

All customers in the service diary for the next 7 days.

4. Finance system

Run a report to identify finance customers in a strong equity position i.e. equity parity, or at a point in their finance renewal cycle that indicates they will be hot prospects for change.

As such your monthly prospect management plan could look like:

| | |
|--------|--|
| Week 1 | customers who bought in this month 2 to 3 years ago |
| Week 2 | customers who bought in this month 3 to 4 years ago |
| Week 3 | customers who bought in this month 4 to 6 years ago |
| Week 4 | all prospects who have enquired in the last 2 to 6 weeks and finance renewal customers |

It is crucial to give proper consideration to any contact you make with your customers and prospects by ensuring that you prepare fully, having identified clear objectives for the call, and having planned how those objectives are going to be achieved.

It is also important to plan for no answer. If the customer does not answer but has an answer machine, leave a message. Suggested example:

Hi there, it's Joe here from <<Dealership Name>>. I just needed to speak to you about your <<car model>>. Please can you call me back on <<telephone number>>, quoting code 1050.

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Existing Customers - PX Based Script

- Hi there, it's Joe here from <<Dealership Name>>. Is that Mr./Mrs. <<Surname>>? Do you have a couple of minutes to talk?
- I'm calling you because I've been searching our database for a <<customer's car model>> for one of my long term customers who is looking to upgrade their own car.
- I wondered if you still own your <<car model>>?
- Well as a result of having a customer specifically looking for a <<car model>> like yours I have been authorised to offer you up to £500 more than your car is worth. Would you consider selling your car for the right price?

(Customer is likely to enquire what it is worth.)

- Well it does depend on mileage and condition. Rather than guessing and to ensure I'm describing your car right to my other customer I would need to see it. Is there a day when you are able to bring it in for me to see?
- What day would be best? Morning or afternoon? Should we say 3pm?

Existing Customers - Manufacturer Offers Script

- Hi there, it's Joe here from <<Dealership Name>>. Is that Mr./Mrs. <<Surname>>? Do you have a couple of minutes to talk?
- I'm calling you because I've been searching our database and noticed you've owned your car for <<X>> years now and I thought I should let you know that we have a <<great offer>> on <<X>> car at the moment that you may be interested in. With our PCP finance product you could upgrade your car for as little as <<£xx>> per month.
- Would you be interested in getting a valuation on your car and us working out what it would cost you to upgrade with PCP?
- What day would be best? Morning or afternoon? Should we say 3pm?

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Script For Service Customers

- Hi there, it's Joe here from <<Dealership Name>>. Is that Mr./Mrs. <<Surname>>? Do you have a couple of minutes to talk?
- I noticed your car was booked in to our service department and I have a customer looking to purchase a similar car to yours.
- Well as I have a customer specifically looking for a <<Manufacturer model>> like yours I have been authorised to offer you up to £500 more than your car is worth if I'm able to find someone willing to sell. Would you consider selling your car for the right price?

(Customer is likely to enquire what it is worth.)

- Well when you come in for your service we can work out a price for you and go through your options. Do you want me to do this when you drop off or when you collect it? What time will that be?

(Agree time for an appointment)

Script For Prospects (2 to 6 weeks ago) That Did Not Buy

- Hi there, it's Joe here from <<Dealership Name>>. Is that Mr./Mrs. <<Surname>>? Do you have a couple of minutes to talk?
- I see you've enquired recently about a <<car model>> from us. I was just calling to find out if <<sales representative>> looked after you and answered all your questions?
- Have you bought a new car or are you still looking?
- Was there a reason you did not buy from us?
- Agree a next action.

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Finance Renewal Customers

- Hi there, it's Joe here from <<Dealership Name>>. Is that Mr./Mrs. <<Surname>>? Do you have a couple of minutes to talk?
- <<Manufacturer>> finance have asked me to give you a call to arrange an account review with you. Nothing to worry about, it's just part of the process of looking after you.
- Our finance system has suggested that now might be the best time for you to change your car because on first glance it looks like you might be able to get in to a new car for very similar monthly payments.
- If we were able to get you in to a new car for the same payments would you look at changing now?
- OK well this is just an initial indication and we will need to value your part exchange and find out how much equity you have as a first step. When would you be able to get down so we can get you a professional valuation and complete a full account review?
- What day would be best? Morning or afternoon? Should we say 3pm?