

Orphan Service Customer Prospecting

- 1) (SMILE, our customer can hear it!)
- 2) **Good Morning! or Hello! or Good afternoon!** (Any appropriate salutation.)
- 3) **Mr./Ms. Customer? This is _____ from A B C Motors. Do you have a moment?**
- 4) **I see that you're bringing your _____ (year/model) in for service this _____ (date & time), and the purpose of my call, Mr./Ms. Customer, is to provide you with the highest possible level of service. Do you have a moment for a few quick questions?** (If “No”, ask them when a better time to call would be. If “Yes”, simply proceed.)
- 5) **What is the approximate mileage on your vehicle? What type of service will we be doing to your _____ (model)? I see you've been driving it now, for about _____ months, are you approaching the end of your lease?** (They will tell us whether they are on a retail contract, lease or paid cash.) **What is your current trading cycle?**
- 6) (If near term end) **Most of our customers like to make the transition into their next vehicle as seamless as possible and I have been assigned your account. While you're here, what I'd like to do is get your opinion on the improvements they've made to the _____ (model), who better to ask than a current _____ (model) owner, and at the same time 1) provide you with a complimentary, no obligation, evaluation/lease end inspection of your present vehicle and/or 2) show you a way to get into a brand new _____ (model) and keep your payments at or below what you're currently paying on your present vehicle. May I do that for you?**

(If not near term end) **At this time, it's probably a little premature to discuss transitioning into your next vehicle. Is it?** (Let them answer, if they say it is, continue with:) **I have been assigned your account and while you and your _____ (model) are here in service, I'd like to reserve a couple of minutes with you to simply introduce myself, you know to put a face to the name, so that whenever you are ready, you'll have an advocate in the sales department. May I do that for you?**
- 7) (If our prospect says: “It's not for _____ months, what's the rush?”, we say:) **There is no rush, Mr./Ms. Customer, but by exploring this early, you'll avoid any surprises and you'll also keep all your purchase/lease end options open to you. Will _____ (time) work?**
- 8) (If near term end, but our prospect says they'll be keeping their vehicle) **I understand, many of our customers are doing that very same thing. Since you'll be keeping your _____ (model), we should use that time instead to inform you of your final ownership investment options, a couple of which may help you avoid many of the unanticipated expenses that sometimes occur when a vehicle gets up there in mileage. May I do that for you?**
- 9) (If our prospect is still not willing to set an appointment, we say:) **No problem, Mr./Ms. Customer. The next time you're ready to bring it in for service, would you please do me a favor and leave a message for me too? That way, we could use that time get acquainted with each other, sound fair?**
- 10) **Got a pen handy? Please write my name down. My last name is spelled (slowly) _____. And my first name is _____. Here's my number _____, and my e-mail address is _____.**
- 11) (If we set an appointment, we say:) **Okay, that's _____ (day) at _____ (time). Thanks and I look forward to meeting you!**

Calling The Lease Equity Alert Prospect

- 1) (SMILE, our customer can hear it!)
- 2) **Good Morning! or Hello! or Good afternoon!** (Any appropriate salutation.)
- 3) **Mr./Ms. Customer? Did I catch you a good time?**
- 4) **This is ____ from A B C Motors. The reason I'm calling, Mr./Ms. Customer, is (I have been assigned your account and (if an orphaned customer)) the lease on your ____ (year, model) is scheduled to end on ____ (lease end date). Are you still enjoying your ____ (make)?** (If they no longer have the vehicle in question, thank them for their time and move on to the next call.)
- 5) (If no, then ask about their current vehicle wants and needs, then say:) **Then the timing here may be perfect for you. Based on current market conditions, I'd like to show you how we can place you in a brand new _____ (suggest a model that suits their current needs) and keep your payments about the same as you're currently paying. I'd like to schedule a time this week to explore this further with you. Will this ____ (day) at ____ (time) work for you?**
- 6) (If yes, then say:) **That's good. Your account was flagged because based on current market conditions, we should be able to place you in a brand new _____ (model) and keep your payments about the same as you're currently paying. I'd like to schedule a time this week to explore this further with you as well as help you with the lease end inspection of your present vehicle. Will this ____ (day) at ____ (time) work for you?**
- 7) (If our prospect says: "It's not for four months, what's the rush?", we say:) **Most of our clients prefer the transition into their next vehicle to be as smooth as possible. By deciding early, Mr. Customer, you'll avoid any surprises, you'll keep all your lease end options open to you, and you'll be able to take advantage of these rare market conditions. Will ____ (day) work?**
- 8) (If our prospect says: Can't we do this over the phone? we say:) **It might be possible, however, to optimize the value of your current _____ (model) we'll need go over it together. There are critical differences between what is considered normal wear and tear and excessive wear and tear. Simple things like measuring remaining tire tread or inspection of the windshield could make a significant difference. For example, it may be possible to perform a simple \$40 repair of a glass chip instead of a \$600 windshield replacement. We'll go over these things together. So, will ____ (day) work?**
- 9) (If our prospect says: What are my lease end options?, we say:) **You have several and they are varied. When we get together, what I'd like to do is put on paper all the different lease end options available to you. That way you can see them for yourself, first hand, side by side. After reviewing them all, you can simply pick the one that's best for you. Does that make sense? (If yes, then say:) Will ____ (day) work?**
- 10) **Got a pen? Please write my name down. My last name is spelled (slowly) _____. And my first name is _____. Here's my number _____. That's ____ (day) at ____ (time).**
- 11) **See you then and thank you!**

Calling The Lease Equity Alert Prospect- Voicemail

- 1) (SMILE, our customer can hear it!)
- 2) **Good Morning! or Hello! or Good afternoon!** (Any appropriate salutation.) **Mr./Ms. Customer.**
- 3) **This is ____ from A B C Motors. The reason I'm calling, Sir/Ma'am, is (I have been assigned your account and (if an orphaned customer)) the lease on your _____ (year, model) is scheduled to end on _____ (lease end date) . Your account was flagged because based on current market conditions, we should be able to place you in a brand new _____ (model) and keep your payments about the same as you're currently paying. I'd like to schedule a time this week to explore this further with you as well as help you with the lease end inspection of your present vehicle, if you'll let me.**
- 4) **Because time is of the essence with this, if I don't hear back from you by _____, (specific day and time) I'll simply reach out to you again later.**
- 5) **Thank you for your kind attention and I look forward to speaking with you soon.**

Equity Alert Retail Contract Prospects

- 1) (SMILE, our customer can hear it!)
- 2) **Good Morning! or Hello! or Good afternoon!** (Any appropriate salutation.)
- 3) **Mr./Ms. Customer? Did I catch you a good time?**
- 4) **This is ____ from A B C Motors. The reason I'm calling, Mr./Ms. Customer, is (I have been assigned your account and (if an orphaned customer)) the financing on your _____ (year, model) is scheduled to end on _____ (contract end date) . Are you still enjoying your _____ (make)?** (If they no longer have the vehicle in question, thank them for their time and move on to the next call.)
- 5) (If no, then ask about their current vehicle wants and needs, then say:) **Although it no longer suits you, it seems that most people who have one love it, and everyone who wants one can't find it. Which brings me to this call. We have a real need for pre-loved cars like yours and based on current market conditions, I'd like to show you how we can place you in a brand new _____ (suggest a model that suits their current needs) and keep your payments about the same as you're currently paying. I'd like to schedule a time this week to explore this further with you as well as help you with the valuation inspection of your present vehicle. Will this _____ (day) at _____ (time) work for you?**
- 6) (If yes, then say:) **That's good. Your account was flagged because based on current market conditions, we should be able to place you in a brand new _____ (model) and keep your payments about the same as you're currently paying. I'd like to schedule a time this week to explore this further with you as well as help you with the valuation inspection of your present vehicle. Will this _____ (day) at _____ (time) work for you?**
- 7) (If our prospect says: Can't we do this over the phone? we say:) **It might be possible, however, to optimize the value of your current _____ (model) we'll need go over it together. There are critical differences between what is considered normal wear and tear and excessive wear and tear. Simple things like measuring remaining tire tread or inspection of the windshield could make a significant difference. For example, it may be possible to perform a simple \$40 repair of a glass chip instead of a \$600 windshield replacement. We'll go over these things together. So, will _____ (day) work?**
- 8) (If our prospect says: What are my purchase or lease options?, we say:) **You have several and they are varied. When we get together, what I'd like to do is put on paper all the different purchase or lease options available to you. That way you can see them for yourself, first hand, side by side. After reviewing them all, you can simply pick the one that's best for you. Does that make sense? (If yes, then say:) Will _____ (day) work?**
- 9) **Got a pen? Please write my name down. My last name is spelled (slowly) _____. And my first name is _____. Here's my number _____. That's _____ (day) at _____ (time).**
- 10) **See you then and thank you!**

Calling Equity Alert Retail Contract Prospects - Voicemail

- 1) (SMILE, our customer can hear it!)
- 2) **Good Morning! or Hello! or Good afternoon!** (Any appropriate salutation.) **Mr./Ms. Customer.**
- 3) **This is ____ from A B C Motors. The reason I'm calling, Sir/Ma'am, is (I have been assigned your account and (if an orphaned customer)) the financing on your _____ (year, model) is scheduled to end on _____ (contract end date). Your account was flagged because based on current market conditions, we should be able to place you in a brand new _____ (model) and keep your payments about the same as you're currently paying. I'd like to schedule a time this week to explore this further with you as well as help you with the valuation inspection of your present vehicle, if you'll let me.**
- 4) **Because time is of the essence with this, if I don't hear back from you by _____, (specific day and time) I'll simply reach out to you again later.**
- 5) **Thank you for your kind attention and I look forward to speaking with you soon.**

Equity Alert Prospects - “Buy Back”

- 1) (SMILE, our customer can hear it!)
- 2) **Good Morning! or Hello! or Good afternoon!** (Any appropriate salutation.)
- 3) **Mr./Ms. Customer? Did I catch you a good time?**
- 4) **This is ____ from A B C Motors. The reason I’m calling, Mr./Ms. Customer, is (I have been assigned your account and (if an orphaned customer)) and I’m calling about your _____ (year, model) . Are you still enjoying your _____ (make)?** (If they no longer have the vehicle in question, thank them for their time and move on to the next call.)
- 5) (If no, then ask about their current vehicle wants and needs, then say:) **Although it no longer suits you, it seems that most people who have one love it, and everyone who wants one can’t find it. Which brings me to this call. We have a real need for pre-loved cars like yours and based on current market conditions, we should be able to place you in a brand new _____ (suggest a model that suits their current needs) and keep your payments about the same as you’re currently paying. I’d like to schedule a time this week to explore this further with you as well as help you with the valuation inspection of your present vehicle. Will this _____ (day) at _____ (time) work for you?**
- 6) (If yes, then say:) **That’s good. It seems that everyone who has one loves it, and everyone who wants one can’t find it. Which brings me to this call. We have a real need for pre-loved cars like yours and based on current market conditions, we should be able to place you in a brand new _____ (model) and keep your payments about the same as you’re currently paying. I’d like to schedule a time this week to explore this further with you as well as help you with the valuation inspection of your present vehicle. Will this _____ (day) at _____ (time) work for you?**
- 7) (If our prospect says: Can’t we do this over the phone? we say:) **It might be possible, however, to optimize the value of your current _____ (model) we’ll need go over it together. There are critical differences between what is considered normal wear and tear and excessive wear and tear. Simple things like measuring remaining tire tread or inspection of the windshield could make a significant difference. For example, it may be possible to perform a simple \$40 repair of a glass chip instead of a \$600 windshield replacement. We’ll go over these things together. So, will _____ (day) work?**
- 8) (If our prospect says: What are my purchase or lease options?, we say:) **You have several and they are varied. When we get together, what I’d like to do is put on paper all the different purchase or lease options available to you. That way you can see them for yourself, first hand, side by side. After reviewing them all, you can simply pick the one that’s best for you. Does that make sense? (If yes, then say:) Will _____ (day) work?**
- 9) **Got a pen? Please write my name down. My last name is spelled (slowly) _____. And my first name is _____. Here’s my number _____. That’s _____ (day) at _____ (time).**
- 10) **See you then and thank you!**

Calling Equity Alert Prospects - “Buy Back” Voicemail

- 1) (SMILE, our customer can hear it!)
- 2) **Good Morning! or Hello! or Good afternoon!** (Any appropriate salutation.) **Mr./Ms. Customer.**
- 3) **This is ____ from A B C Motors. The reason I’m calling, Mr./Ms. Customer, is (I have been assigned your account and (if an orphaned customer)) and I’m calling about your _____ (year, model) . It seems that everyone who has one loves it, and everyone who wants one can’t find it. Which brings me to this call. We have a real need for pre-loved cars like yours and based on current market conditions, we should be able to place you in a brand new _____ (model) and keep your payments about the same as you’re currently paying. I’d like to schedule a time this week to explore this further with you as well as help you with the valuation inspection of your present vehicle, if you’ll let me.**
- 4) **Because time is of the essence with this, if I don’t hear back from you by _____, (specific day and time) I’ll simply reach out to you again later.**
- 5) **Thank you for your kind attention and I look forward to speaking with you soon.**