

Service Customer Prospecting (PR format)

- 1) (SMILE, our customer can hear it!)
- 2) **Mr./Ms. Customer? Did I catch you a good time?** (If no, ask for a better time to call back. If yes:)
- 3) **This is _____ . I am the Public Relations Manager at A B C Motors.**
- 4) **I understand you visited our service department on _____ (date). May I please ask you a few quick questions?**
- 5) **Do you feel you were waited on in a courteous and professional manner?**
- 6) **Did we provide you with what you were looking for?**
- 7) **Is there anyway we could have improved your experience with us?** (Address their concern if applicable).
- 8) **We have a current inventory need for your _____ (year/model). We're prepared to pay you top dollar for it. Would you be interested in selling it to us?**
- 9) (If interested) **When is the soonest you would be available to get together on this?** (Try to set the appointment. If successful:)
- 10) **Got a pen? Please write my name down. My last name is spelled (slowly) _____. And my first name is _____. Here's my number _____. I'll see you on _____ at _____. Thanks and see you then.**
- 11) (If unsuccessful at setting the appointment:) **Got a pen? Please write my name down. My last name is spelled (slowly) _____. And my first name is _____. Here's my number _____. If you have a change of heart about selling it, please don't hesitate to call on me. Thanks for visiting us and thanks also for your time!**
- 12) (Then have the salesperson or manager call back ASAP to set the appointment!)