

Calling The Referral

- 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 recently I had the chance to talk with a friend of yours, Mr. Smith. Well, I get a lot of my business from repeat and referral customers like yourself and Mr. Smith. I didn't call to put you on the spot, and I would never put Mr. Smith in a bad light by being an obnoxious salesperson, but as we were talking, your name came up as someone who might consider buying some type of vehicle themselves, someday soon. Is that true?**
- 5) (If yes, get the appointment to take a test drive, check availability, etc. If no, then ask:)
- 6) **OK, let me ask you, what are you driving now?**
- 7) **Is that the only vehicle in the household?**
- 8) **How many drivers are in your household?**
- 9) **Of all the people in your family, who's most likely to be in the market next?**
- 10) **Got a pen? Please write my name down. My last name is spelled (slowly) _____.
And my first name is _____. Here's my number _____.**
- 11) **I know you're not ready now, but the main thing is that you and your family know that there's someone down here who can take care of your driving needs and treat you with respect. So, if I can ever be of any service to you, please don't hesitate to give me a call.**
- 12) **Thank you and have a great rest of the day!**