

# SKILL SHEET

## PHONE APPOINTMENT SETTING

The objective of almost every inbound or outbound call in a sales environment is to set an appointment with the client by offering them an invitation into the dealership. We must enter every call with the intent of providing the customer a point of value that can only happen at the dealership. Customers these days have an expectation of being able to do everything from the comfort of their home or office. We MUST find an opportunity to build value and a reason for them to come to the dealership.



### Three Main Objectives:

1. Create a **Positive** First Impression
2. Capture and Maintain **Control**
3. Sell the **Appointment** & **NOT** the **Car**

### Verbal Focus:

- World-Class Greeting
- Speak Clearly And Enunciate
- Sound Professionally Excited
- Use Their Name Repeatedly
- Restate When Appropriate

### Non-Verbal Focus:

- Proper Speaking Posture
- Focused Listening
- Strategic Surroundings
- Do Not Cut Them Off
- Take Good Notes

### Take Control Early:

Most salespeople miss out on setting an appointment because they simply do not ask for it. Use the technique below to create an opportunity to ask for the appointment early on in the call. Remember that the hook for getting them in needs to be something that cannot be done over the phone like driving the vehicle or getting a real appraisal on the trade. Example below:

*Thank you for calling (dealership) sales, this is \_\_\_\_\_, how may I help you? "I'm calling about a white F-150 I see on your website stock number 12345."*

*I'm familiar with that F-150, seems to be a lot of interest in that one so you've made a great choice. Have you driven this actual truck yet? "No." (this creates the moment of need to come into the dealership)*

*Ok, the first thing we need to do is have you come and drive the vehicle to make sure it's the right truck for you. I've got openings at 2:15 or 4:45, which of those works better for you? "I can make the 4:45..."*

*Fantastic! (now complete the appointment setting process)*

### What is My Trade Worth?

If the customer wants to know their trade value over the phone, instead of getting into details you should ask, "were you looking for an **estimate** or did you want the **actual value**?" Of course, they will say the **actual value** which creates your opportunity to invite them in by saying, "Great, we need to have you bring the car in so we can put our hands on it, I've got a 1:30 or a 2:45, which works better?"



### Maintaining Control

Don't be fooled into thinking that every customer wants to dominate the call. Many of your customers are wanting or even needing you to take control and guide them. Stop asking customers what they "**want to do**" and instead start saying "**here's what we need to do**" or "**the next step is.**" You sound more professional when you are in control.

### Silence Is Not Golden!

One of the easiest ways to lose control of the call is to have pauses or extended moments of silence. When you stop asking questions, you create silence and silence gives the customer an opportunity to take control away from you. Maintain control by asking closed-end questions. As soon as they answer, ask the next one and on and on...

