

# SKILL SHEET

## PHONE - ORPHAN OWNER CALL GUIDE - #2

An “orphan owner” is a customer that has purchased from the dealership before, but their original salesperson is no longer at the dealership. These are still very valuable opportunities, and we must treat them as such. Because these customers are not initiating the calls these are also the lowest percentage of appointments set. DO NOT let that perspective poison your efforts or you will miss the BIG one when it comes along!!! Remember that every time you dial the phone, it’s like you’re playing the lottery.



### Focus Points:

- Mentally prepare yourself before making any of these calls.
- Remember to smile while you are on the phone!
- Speak clearly with professional politeness.
- Know the guide so well that you don’t sound scripted.
- These are low-pressure opportunities. Don’t upset the customer

**This call MUST feel like a customer service call more than a pressure packed prospecting call.**

*Good morning (time appropriate), could I speak to John please?*

*This is \_\_\_\_\_ (your name) from \_\_\_\_\_ (dealership).*

**THIS IS THE KEY**

**DON'T WORRY, I'M NOT TRYING TO SELL YOU A CAR!**

*This is a customer service call to let you know about a new program that our General Manager just announced to reward our previous customers in the future.*

*The program was designed for those who maybe are not looking for a new vehicle right now but might be in the next 18-24 months.*

*Our GM knows that if we can help you out financially while you’re not in the market yet, it will enable us to help you out even more when you are in the market again.*

*The program works by you qualifying for a \$200 referral credit for every person that you send us that purchases a new or pre-owned vehicle.*

*So, for an example, let’s say you will be in the market for a vehicle six months from now.*

*If you refer just three customers to us within that time-frame we will send you a \$200 check each time. Add that amount to the payments that you make monthly. So basically, when you do come in you will owe \$600 less on your current vehicle putting you into a better equity position.*

*Hey, anytime the dealership will help you pay off your trade that’s a good thing, right?*

*By the way, who do you currently know of right now that might be in the market for a new or pre-owned vehicle?*

*While I have you on the phone, when do you anticipate being back in the market for something new for yourself?*

*Is it ok with you if I follow up with you periodically until then?*

**Based on their responses you will ideally be setting an appointment or getting a few names to prospect.**