

SKILL SHEET



PRIVATE PARTY VEHICLE ACQUISITION

Sometimes one of the best ways for us to properly stock our pre-owned inventory is to acquire vehicles from our owner base or other listing sources. Sometimes these are cold-calls meaning that we are reaching out to them without them initiating anything and sometimes we are responding to an inquiry they did through an online resource.

Owner Base Acquisition :

Hello, could I please speak to Mr./Mrs. _____.

My name is _____ and I'm calling from (dealership), I'm confirming our records and just need two minutes of your time, would that be all right?

I show that you purchased a (year, make, model) from us, is that correct?

Are you still driving that vehicle?

When was the last time you brought it here for servicing?

Thank you very much for helping me confirm that information.

*One more thing before I let you go, I wanted to see if you had any interest in possibly selling this vehicle to us? This is exactly the kind of vehicle we like to have on our lot, and we are currently having to overpay for them at the auction. **If we are having to overpay anyone, we would rather it be our own customers.***

*If you're curious about the value, we just need you to swing by the dealership for **15 minutes** so that we confirm the vehicle condition and give you your **no-obligation over-market cash offer**?*

Yes: proceed with setting the appointment

No: Ok, again thank you for confirming the vehicle information and if you change your mind, my name and number is _____ and know that you can come by at any time and we're glad to let you know your vehicles current value.

Online Inquiry Acquisition:

Hello, could I please speak to Mr./Mrs. _____.

My name is _____ and I'm calling from (dealership), I see that you inquired about the value of your vehicle through (whatever resource they used).

You've picked the perfect time to consider selling or trading your (vehicle model), they are bringing top-dollar right now and it's exactly the kind of vehicle we like to have in our inventory.

*I'm calling to help you schedule your **no-obligation over-market cash offer**. This process typically only takes between **10-20 minutes**.*

We have a few opening still available today at _____, _____, and _____, which of those works best for you?