

SKILL SHEET

SERVICE CONVERSATION STARTER

One of the most underutilized opportunities for additional sales is properly prospecting the service waiting area. Many of these customers are sitting and waiting for long stretches of time while their vehicle is getting maintenance or repairs. They are a captive audience, let's give them something to do!

Before Attempting:



Make sure that your sales management team has opened the door for you to be doing this in the service area. Some service managers and advisors can see this as you trying to steal their customers so make sure this has been clearly communicated and agreed upon ahead of time between management.

Here are a few conversation starters for the service waiting area:

"Excuse me ladies and gentlemen. Our General Manager just challenged us to find three customers today and lower their monthly payments."

"There is absolutely no obligation to buy, this would just show you where you stand in today's market."

"Does anyone have a free 15 minutes to see if we can do this for you?"

"Excuse me ladies and gentlemen. Our General Manager just asked us to do everything we can to restock our pre-owned inventory."

"Since we are having to pay absolute top-dollar at the auction for cars we would really rather give a top-dollar trade amount to our valued customers instead."

"Does anyone have a few minutes to see if we can possibly get you into something newer with more warranty and updated features for right at, or maybe even a little less than your currently paying?"

"Excuse me ladies and gentlemen. My name is _____ and I'm a sales professional here at the dealership."

"I know that a lot of you are going to be here for a while waiting for your vehicle. Would anyone be willing to help me out for a few minutes and let me show you my product presentation?"

"I'm always trying to get better, and I could use the practice." (if someone volunteers)

"Great...is there any particular vehicle you wanted to see?" "What are you driving now?"

Focus Points:

- This must be a very low-key approach. We are not overcoming objections; we are simply gauging interest.
- No pressure at all, it needs to feel like a complimentary service that we are offering and not a hard sale tactic.
- If nobody takes you up on your offer DO NOT PUSH IT. These are already good service customers, and we need to keep them happy!!!