

SKILL SHEET

PHONE - ORPHAN OWNER CALL GUIDE - #1

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 _____ (customer first name) please?

This is _____ (your name) from _____ (dealership).

The reason I’m calling is to thank you for being a _____ (dealership) customer.

The second reason for my call is to let you know that unfortunately your previous salesperson is no longer employed with us and we wanted to take a moment to apologize for this.

We believe that our customer’s deserve the best service and that means that you always have a personal contact here at the dealership. I’m pleased to be filling that role for you.

Do you have a pen handy, please write this down, my name is _____ and my number is _____.

Lastly, I just want to update a couple of things real quickly.

Is your email address still _____? Are you still enjoying driving the _____ that you bought from us?

Great, there’s no pressure here but just in case you might be interested as a token of our re-commitment to you as our customer we would like to offer you a \$500 credit toward any new purchase from us.

It’s our way of saying we’re sorry that your previous salesperson has left.

Looking at your current vehicle information and considering the current factory incentives combined with the \$500 credit we’re offering I bet we could do something pretty special for you as a repeat customer.

Let me ask you this, if we had a way to get you into a newer vehicle with more warranty for right at or maybe even a bit less that you’re paying now, would that be something you would at least take a look at if it only took half an hour to find out?

If they say “Yes”: set the appointment

If they say “No”: No problem at all _____. Please remember that I’ll be handling all of your future needs here at the dealership and I’m happy to help with anything you need at any time.