

# SKILL SHEET

## PROSPECTING – SERVICE APPOINTMENTS

One of the most underutilized opportunities for additional sales is properly prospecting the service clientele that is already incoming to your dealership. All of the marketing and advertising has already been done to drive these potential vehicle purchase customers to the store so let's not miss the chance to keep our customers informed of all of their options. These service drive appointments are added sales opportunities in the truest sense.

### Before Attempting:

Make sure that your sales management team has opened the door for you to be doing this with the current service customers. Some service managers and/or advisors can see this as you trying to steal their customers so make sure that this prospecting technique has been clearly discussed and agreed upon ahead of time between sales and service management before proceeding.



**WHO?** These are all customers who currently have a service appointment set up for tomorrow.

*"Good morning/afternoon/evening, could I please speak to Mr./Mrs. \_\_\_\_\_?"*

*"Hello Mr./Mrs. \_\_\_\_\_, this is \_\_\_\_\_ (your name) from Shottenkirk \_\_\_\_\_ (dealership)."*

*"I see that you have an appointment to visit our service department tomorrow. Were you still planning on making it here at \_\_\_\_\_ (appointment time)?"* Almost all will say yes or adjust the time.

*"Great, **thank you** for being a **valuable** service customer."*

*"The second reason for my call is that we feel that it's very important to keep **all** of our customers aware of **all of their options** at **all times**."*

*"That being said, I wanted to **make you aware** that vehicles **like yours** are currently bringing a **higher value** than most of our **customers would anticipate**."*

*"Let me ask you something. And again, there is no obligation here."*

*"If we were able to get you into a **newer vehicle** with more **current technology**, more **updated safety features**, and **upgrade your warranty position** for right at or even possibly a bit below what you are paying right now...would you at least allow me to share that with you while you're waiting for your vehicle to get out of the service department?"*

*If YES – "Fantastic, please call or text me when you get here at (confirm appt. time) so that I can come meet you in person and get some information off of your current vehicle. My cell number is \_\_\_\_\_."*

*If NO – "Not a problem at all. Like I said, we just wanted you to know all of your available options. If you would ever like to discuss them, please reach out to me. Again, my name is \_\_\_ and my number is \_\_\_."*



### Focus Points:

- This must be a very low-key approach. We are making them aware of all of their options as a valued service customer, we are not hard-closing them to the point of making them upset.
- If they show no interest, then DO NOT PUSH IT. These are already good service customers for the dealership, and we need to keep them happy!!! **Recognize when to STOP!!!**