

SKILL SHEET

EFFECTIVE VOICEMAIL

Most salespeople get a very low return rate on getting a customer to call back when leaving a voicemail. This is due to many factors but mostly because we do a very poor job of sounding different or unique from the other potential 3-6 voicemails that the average customer is receiving from other dealerships.

Thought Process:

The reason that on average only 10%-20% of customers that send an internet inquiry will answer the phone when you call is because they **DO NOT WANT TO TALK ON THE PHONE**. That is why they sent an email in the first place! Therefore, you are leaving a voicemail the vast majority of the time that you get an internet lead. Their plan is to collect return emails and voicemails from multiple dealerships before making any decisions. We must ask ourselves this...how do I stand out from the crowd? Winners sound different.



Average Voicemail:

"Mr. Jones, this is _____ (your name) from Shottenkirk _____ (dealership)."

"I'm calling in response to the email you sent about the _____ (whatever vehicle)."

"I wanted to let you know that the vehicle is available, and I also wanted to see if you would like to come in and take a test drive."

"Please call me back if you would like to come drive it or if you have any other questions." Again, my name is _____ and you can reach me at _____ (cell number)."

Effective Voicemail:

"Hey _____ (their first name only), this is _____ (your first name only)."

"Real quick, I am getting that information together for you on the _____ (vehicle), but before I can send it to you, I had one more quick question."

"Please call me back as soon as you can at _____ (your cell number), thanks."

Focus Points:

For this voicemail to achieve its objective of getting a return call, it must sound and feel different than all of the other completely average and boring voicemails that they will be getting. Everybody at each dealership says a different version of the exact same thing so none of them elevate themselves over the others and it all becomes about the email itself.

- You must sound like you are moving with urgency to get them the requested info.
- Only use first names to transfer a feel of already having some entry level rapport.
- Do not identify the dealership to create a sense of curiosity.
- You must nail the *"but before I can send it to you"* line to apply pressure on them to actually initiate the return call. **HAVE A QUESTION READY!!!** It can be anything you want.

