CSI Call To Unsold Prospects

**Step 1**  
*Be Prepared*  
Review the customer’s record and conduct research which will help you appoint your customer.

**Step 2**  
*Greeting*  
Is *(customer first name only)* there?

**Step 3**  
*Authorization*  
I hope I am not getting you at a bad time?

**Step 4**  
*Introduction*  
This is *(your full name)* from *(your dealership name)*.

**Step 5**  
*Reason For Calling*  
The reason I am calling you is to thank you for taking the time to visit our dealership. We really do appreciate the opportunity to assist you with the selection of a *(make) (model)*. I also wanted to make sure you received the type of assistance you had hoped for.

**Step 6**  
*Talk About The Opportunity*  
We often find that our customers will think of questions they forgot to ask me while in the dealership; do you have any questions about the *(model)* that I could answer for you? Is the *(model)* the vehicle you would really like to own? If you had to pick one reason that prevented you from purchasing, what would you pick?

**Step 7**  
*Handle Objections*  
The four common objections you will encounter are below:

- **Price is too high.**
- **Not enough for my trade.**
- **We’re still shopping.**
- **We’ve decided to wait.**

**Step 8**  
*Sell The Appointment*  
Would you like to come in now or later today? I have openings in my appointment book at *(3:15) or (4:45)*, which would be better? Or You, know your schedule better than I do, you pick the time. If you’re going to be running a little early or late, please call because I will have *(3:45)* set aside for you and vehicles ready for you to see.

**Step 9**  
*Directions & E-mail*  
Make sure the customer brings all required documents for delivery. If you do not have the e-mail, ask the following:

If I need to send you an e-mail should I send that to you home or work e-mail address? And that is?

**Step 10**  
*Plan For Future*  
If no appointment, ask the following:

*(Customer first name)*, when would be a better time for me to follow-up with you, this week or next?

Always schedule a future follow-up with your customer. Make an appointment.
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Price Is Too High

Is that because it's more than you wanted to spend or have you seen a similar vehicle advertised for less elsewhere?

More than they wanted to spend.

So if we could find a way to make that vehicle or one like it more affordable, you would come back in and take it home with you today? Perfect because I think we might have a solution for you. Would you like to come in this afternoon or this evening?

Another dealer has it for less.

Did you receive that price from a salesperson verbally or from a manager in writing? What dealership did you receive the price from?

The reason I asked is because we go up against (other dealer) 10 times a week; 9 out of ten times we're able to beat their deals by $500-$600. Now is that the type of money you're looking to save? Great, I am going to save you that much and more if I can. Would this evening or tomorrow morning be better for you?

Back to list

We’re Still Shopping

What other vehicles have you been considering?

Wait and listen.

Knowing what you know right now and money not being a factor, which vehicle would you choose?

Wait and listen.

That certainly is a nice vehicle, what features do you like best about the that vehicle

Wait and listen.

Thanks for sharing that with me. Now that I know what is important to you, I'd like the opportunity to get back together with you so that I can show you the vehicles I have that are more (restate features they like). When are you more available, this afternoon of this evening?
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Not Enough For My Trade

Why do you say that, did another dealer offer you more, or have you seen a similar vehicle advertised for more elsewhere?

Another dealer offered more.

There have been times when we have made a bad call appraising trades, and that might be the case here. Every now and then we'll invite professional buyers into our dealership who specialize in your type of vehicle. I am often able to get my customers more money. When would you be more available for us to try and get you more money for your vehicle? Would daytime or evening be better for you?

Saw a similar vehicle advertised for more.

If you were buying that vehicle, would you pay the asking price? I would also bet they did some mechanical work to try and justify the asking price. If you were going to sell your vehicle on your own and ask top dollar, what would you fix first? What else? When you discount your vehicle and factor in the repairs, not to mention the tax savings, we're probably not too far apart. When would you be more available to go over these figures, today or tomorrow?

We’ve Decided To Wait

Is that because you didn't find the right vehicle or the right deal?

Too bad you're not in the market now.

With all the incentives going on and the low interest rates, you could probably save 2-3 thousand dollars by making a decision now. Six months from now, the incentives might be gone and we all know the interest rates can't get any lower. With the big sale going on you can be assured of saving money now. Can you make it back in today or tomorrow?