Phone Skills Word Track

For sales teams looking to raise the bar!

The Used Car Phone Up Guide

The used car phone-in customer is looking to save the time and hassle of hitting every used car lot in search of the perfect used car deal.

The used car call guide that we've printed below is an example of how to effectively communicate with your customer while heading towards the ultimate phone close . . . the appointment. If you're a salesperson, check with your manager to review this guide to make sure that it is a fit for your dealership.

If not, modify it to suit your dealership's requirements, then practice your skills with a sales partner or manager. Good luck, and happy selling.

Scott Bergeron, Founder/President
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Thanks for calling (your dealership's name)
this is ________, how may I help you?
(Customer: “Yea I’m looking for an…”)

Yes, I’m familiar with the vehicle you’re talking about, it sounds like you already have an idea of what you are looking for, you did say you were looking for a _____correct? (Repeat the original request.)
(Customer: “Yea, do you have something like that?”)

I believe so, let me do this, let me first check to see what is actually still here before I have you come down – okay? (Wait for an answer) Tell me this, was it the type of vehicle or the price range here that’s more important to you?
(Customer: “Both really…”)

I understand, I know both are always important, if one had to be slightly more important though, which would be more important in this case, type or vehicle or price?
(Customer: “Probably the type of vehicle…”)


Okay, so the (repeat their answer) is pretty important to you in this specific case? Price-wise, are you flexible if the vehicle is extra clean and priced right?

(Customer: “Yea, I’d probably have to see it though…”)

That’s perfectly understandable. Regarding the vehicle’s mileage, are you flexible provided it’s within reason?

(Customer: “Well, I don’t want something over 20,000 miles!”)

Okay, so not over 20,000 miles, so if it has say, 21,000 or 21,500, should I definitely rule those types of vehicles out?

(Customer: “Well that would still be okay…”)

Okay, so just as long as it’s not way out of line – correct?

(Customer: “Yes”)

Okay, let me take a quick look and see what I have in stock right now as well as what I have available to me. It should only take me about 5 to 10 minutes and this will save some time and hassle. Are you at home or work? And the number there is? And your last name is spelled? And the first name is? Nice to meet you (first name).

Say, (first name), wait a minute, I have someone who can probably answer our questions right now so instead of having me call you back let me just check with him real quick - if that is okay with you? Can you hold for just a moment and I’ll check for us right now?

(Customer; “Sure.”)

Say (first name), I have great news! I do have a handful of choices for us, in fact, I have a pretty nice match or two. Let me try to give you an idea of what I see that would fit what you and I are looking for, just do me a favor and make a mental note or two right now so that you can remind me of these when you’re here, okay? (Wait for an answer.) (Customer: “Okay.”)

(Review the general vehicle info., approx, year, condition.)

(If You Have Something In Stock Now:)

Say (first name)? Great news! I do have some (the vehicle) identical to what we’re looking for available to me in the immediate next few days; so I’m pretty sure I’ll be able to help you. I take it you already know that this particular vehicle is fairly tough to find? Yes? (Customer: “Yes, we’ve been looking…”)

(If You Don’t Have Something In Stock Now:)

Are you in a position where you have to buy this today? So you’re really looking for the right vehicle and if it takes some hunting and looking then so be it? Okay, that’s fine, because I’d like to help you find the right vehicle provided it fits into your time frame here. It sounds like you are committed to finding the right vehicle as opposed to just settling for something that comes along, yes? But this is something that you have a time frame for—am I right? What kind of time frame? Okay, at least now I have a better idea of your time frame. Let’s do this, what is going to be a good day for you and I to meet here at the dealership—today or tomorrow? Early
or late day? Would 6:00 p.m. or 7:00 p.m. be better for you?

(Customer: “Probably somewhere around 7:00”)

Alright, let me just quick check to make sure I don’t have you waiting when you come in – say, you know what? (6:45 p.m.) would be perfect! In fact, that would be ideal! Now listen - I don’t mind waiting for you a little bit, I’d just would hate to have you get stuck waiting for me and (6:45 p.m.) would be great! I’ll put us down for (6:45 p.m.) if that’s okay with you?

(Customer: “Sure, we can be there by 6:45”)

Great, do you have a pen handy, I’ll wait? My last name is spelled _____ and my first name is __________. And I have us scheduled as 6:45 tonight. (Customer: “Okay…”)

By the way, do you know where we are located? So you’ll be coming from…? (At this point, give detailed driving directions. NEVER ASSUME YOUR PHONE-IN CUSTOMERS KNOW WHICH DEALERSHIP THEY ARE CALLING!

(Customer: “Where are you located again…?”)

Okay (first name), I have us scheduled for uh?? That’s right (6:45) tonight. If for some reason you’re running late, do me a favor and give me the courtesy of a call, I’ll do the same for you. I’ll see you at 6:45 tonight (first name). Thanks for calling!

NOTE – Setting appointments is key to increasing sales – Many stores have an appointment board or record their appointments in a CRM program like Daily Gameplan Online or Microsoft Outlook. – Record this appointment as soon as possible.