Phone skills cheat sheet

Always a reason to call. Always a next step.

WHO TO CALL, IN ORDER

1 Fresh internet leads	**2** Waiting on follow-up	**3** Unsold showroom
4 Missed appointments	**5** Asked for pricing	**6** Considering alternatives
7 Previous customers	**8** Aged, with interest	**9** Went quiet

THE CALL

1. **Open:** name, store, reason, an easy question
2. **Ask:** good questions (why now, what they drive, timeline, trade). Meaningful conversation. Then be quiet
3. **Connect:** their words, two benefits at most
4. **Trial close, midway:** "Does that sound like the right fit?" "Is this worth the drive?"
5. **Ask for the visit:** two times
6. **Close:** say it back, set it in VinSolutions, text in 5 minutes

A REPLY IS A BUYING SIGNAL

Asks about money. Asks when you're open. Mentions a trade. Wants more options. Wants to drive it. **Call the same day. Ask what's behind it.**

THE NOTE (every touch, same hour, in VinSolutions)

Why they're shopping, **vehicle**, **trade**, **timeline**, what you **agreed**, **next step** with a date and time. Set the appointment as a real appointment.

TWO LINES TO KNOW COLD

Price: "Our best price is already online. We put it there so the deal happens. A salesman who negotiates down from it looks sketchy. We never put a second-best price online." Online price + tax, title, license = the number. Trade and financing are the only variables. **The move:** acknowledge, say it back, give the two-time option.

The visit: "I have today at 5:15 or tomorrow at 10:45. Which is better for you?"

VOICEMAIL (under 20 seconds)

Name, store, one reason, one next step. Say your number twice. Log it as Left message. Then send the text.

FIVE TEXTS

After a voicemail: "Maria, it's Sam at Leif Johnson Ford of Manor. I just left you a voicemail about the Bronco Sport. It's here. What would you like to know about it?"

Appointment set, within 5 min: "Maria, you're set for tomorrow at 10:45 to drive the Bronco Sport. I'll be at the front door. Bring your license and insurance card, and the keys to your current vehicle. If anything changes, text me here. Sam"

Owe them numbers: "David, thanks for the time. My manager is building your out-the-door numbers and you'll have them in writing by 2:00 today. Reply here if there's anything you want on it. Sam"

Went quiet: "Jasmine, Sam at Leif Johnson Ford of Manor. Are you still looking at the Explorer, or did things change? Either answer is fine. I just want to know how to help."

Missed appointment: "Maria, we missed you at 10:45. No problem. When works better, today at 5:15 or tomorrow at 10:45? Sam"

TODAY'S THREE ASSIGNMENTS (checked at 5:30)

1. **25 touches** from your list by 5:00, a VinSolutions note on each
2. Every customer waiting on you **answered by 3:00**
3. Every new appointment: **confirm text + VinSolutions record**

Never: let me see what I can do. Rates, payments, dollar discounts. Holds, deposits. Saying it's here unchecked.