

Improving the Parts Sale

NADA439

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Scenario #1 - Price Quote

Parts Employee: Answers the phone, introduces themselves and asks who they are speaking to and how they can help.

Customer: Asks for a price on a battery

Parts Employee: Ask if the vehicle has been in their service department before or if they are a repeat customer. If not, gather customer and vehicle information. Name, phone number, VIN, Year, Make, Model.

Customer: Gives information to parts employee

Parts Employee: Have conversation with the customer regarding why they think they need or want the battery.

Customer: Gives response

Parts Employee: Listens to the customer response and checks to see if the part is in stock. If so, list value that comes with the specific part we are selling to the customer and give pricing detail. Finish phone call with an assumptive close. "When would you like me to have the part ready for you?" "When would you like us to install the battery?"

Scenario #2 - Emotional Customer

Parts Employee: Answers the phone, introduces themselves and asks who they are speaking to and how they can help.

Customer: States that they were misquoted on pricing for a part

Parts Employee: Empathize and apologize to the customer, ask them for the part number or details regarding the misquoted part. We verify the quote and suggest a solution.

Customer: Agrees with the solution and purchases the part.

Alternate Ending

Customer: Still not happy with our solution

Parts Employee: Speaks with the parts manager to find an alternative solution. If customer is still unhappy with suggestions, discount the part to match the quote as a last resort.

Scenario #3 - Special Order Part

Parts Employee: Answers the phone, introduces themselves and asks who they are speaking to and how they can help.

Customer: Asks about the part they ordered 3 months ago.

Parts Employee: Verify customer information, part number, vehicle, etc. Apologize for the delay and offer assistance in getting them an accurate ETA. Gather information as to where the part is and when it will be delivered and offer weekly follow-up phone calls to keep them informed.