

Parts Department Sales Word Track

Intro:

- “Hello, thank you for calling Dublin Mazda, my name is Jordan, how can I help you today?”

Common Interactions:

- “For this part, we require your vehicle’s VIN number to ensure we order the correct part. Are you able to provide it for me, please?”
- “Thank you for your order, would you be interested in speaking with our service department to schedule an appointment for installation?”
- “Unfortunately, the part you are interested in is on backorder with no ETA. I can place the order for you and provide updates as they become available. Would you like me to do so?”
- “That part is coming from our Chicago warehouse and will typically take 7 business days to arrive, however, I can place it on an overnight shipment for an additional charge of \$X.XX. Would you be interested in expediting your order?”
- “Yes, we do have that part in stock. I can place on it hold for you today, our department closes at 5:00pm. Either myself, or my associates can assist you when picking up your order.”

Outro:

- “Thank you for calling Dublin Mazda, I hope you a great rest of your day, (customer name). We look forward to seeing you soon.”

Phone Example:

- “Thank you for calling San Leandro Mazda, my name is Melissa, may I have your name, please?”
- “Hello, my name is John.”
- “Thank you John, How may I help you today?”
- **Customers request’s a part and price...**
- “Sure, John. Do you happen to have your VIN available? It will help assist us in ordering you the correct part.”
- **If they answer YES, get the VIN and look up the part; supply price and availability. Ask them for the sale. Offer options on getting the part faster if it isn’t in stock, or at local warehouse. Locate the part and inform them of a neighboring dealer who may possibly have it. You might not get the sale, but the customer will know you have their best interests in mind. Track this as a lost sale after.**
- **If they answer NO, let them know that your quote may not be accurate, but you will try your best to give them either a ballpark estimate, or the “correct part” to the best of your knowledge . If there are two or more part numbers; provide pricing and availability of each part - or a price range and range of ETA. Inform them that if they would like to proceed with the order, it would be necessary to check the part against the VIN before placing the order.**
- “Thank you Melissa. I’ve found the VIN number for my vehicle & would like to proceed with the order. Could you please let know when the part arrives?”
- “Certainly John, we will contact you as soon as the part arrives. Thank you for your order, and have a great rest of your day.”

Comments From Our Team:

- Sound like you're smiling.
- Ask for the sale by offering to place the part on hold under the customer's name. Add a sense of urgency by holding it for a day or two.
- Always state your name when answering the call.
- Offer solutions - We are a parts department, we sell parts. Doesn't have to be OEM only. Procure from other dealers or vendors to make the sale vs sending the sale down the street to Autozone.
- By asking the customer their name, and repeating it, you create a stronger connection to you and they are willing to trust that you will take care of their needs.
- Speak with confidence. You are in a position of knowledge & expertise, and the client seeks reassurance that you know are capable of fulfilling their request promptly & professionally.
- If you have a question about a repair or specific parts, use your factory trained technicians as a resource. Their knowledge can make a difference in sourcing the correct parts and lead to recommending upsales that can be suggested in that order.