

EAST 1 GROUP 1-16-24 PARTS HW

INTRO: Thank you for calling _____ DEALER NAME. This is the parts department. My name is _____ and who may I be assisting today? (ask for customers info)

Appreciation/ build consumer confidence: Awesome, I can source and get you a price on that _____ (Part)

[DEALER PLUG ex.]

Authority –“We have the largest GM parts department in the state of Connecticut so we have more parts in stock than our competition. Our Parts Tech are knowledgeable and have years of experience to make your experience seamless.”

Label parts tech as certain specialist . For example- if an auto shop is calling for parts then give them to your “whole sale specialist” that can further assist them and has years of experience. You can train the cashier to direct certain calls to certain people. This will help the part tech know which role they are laying, and they can focus on what they are good at.

Scarcity-“We have 5,000 parts in stock currently”

When we see a part is scarcity, we should communicate with the customer to tell them the product is of scarcity and tell press the issue of placing their order in sooner rather than later. Explain to them the benefits!

Consensus “I can’t diagnosis your vehicle any further but if you’d like to be connected to a service advisor we have 7 full time GM master techs here if you need to book a diagnostic appointment”

Reciprocity (1)- For loyal customers, we can say thank you for being a loyal customer _____ (enter name), because we appreciate your business we are going to give you 10% off. We should also have their service advisor on the call to explain labor fees and installation. Making the customer feel like we have a one stop shop, making it convenient for the customer and giving a little discount for being our customer.

Consistency: Work with the service department to make the customer experience flawless. Make sure the service department works around the customers schedule on when to bring the vehicle in for the installation or just bring the customer in the store. Once there offer them a beverage and see if you can sell accessories. Telling customer how important certain accessories are. Such as running boards or all weather mats- you can up sell them and tell them how other customers enjoy those products. Have a car in the show room with the parts to show how it would look.

Liking: The parts department can also give compliments on the service department by saying “ let me connect u to our service advisor _____ , he is the best and accurate when giving an estimate and a real pleasure to work with. The service department can do the same thing. Also, working together more cohesively will lead to more money being made between both departments and also it will lead to a better customer experience. The customer will be able to give more positive feedback.