

## Guide to Improving the Parts Sales Call

# Answering Calls

**Answer Time:** pick up within 20 second.

"Hello, this is [name] from  
[dealership]. How can I help you today?"

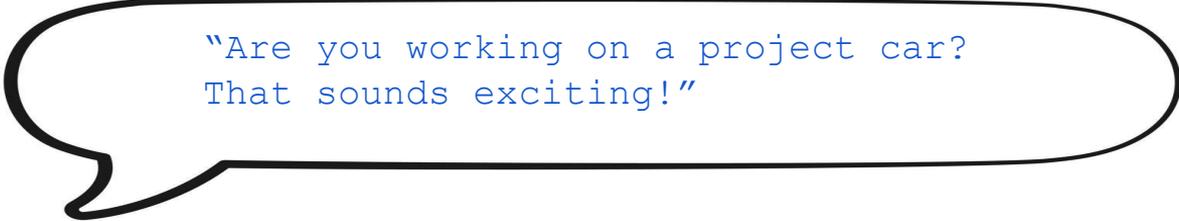
"May I have your name and  
phone # in case we get  
disconnected?"

**Hold Time:** No longer than 2 minutes without checking back.



# Build Rapport

**Engagement:** make a simple, friendly comment to build rapport



"Are you working on a project car?  
That sounds exciting!"

## Vehicle Issues?

**No Diagnoses:** direct customers with issues to the service department to set up an appointment

# Discounts & Urgency



**Avoid discounting:** Don't offer discounts too readily

**Create Urgency:** mention that the part is in high demand or newly restocked

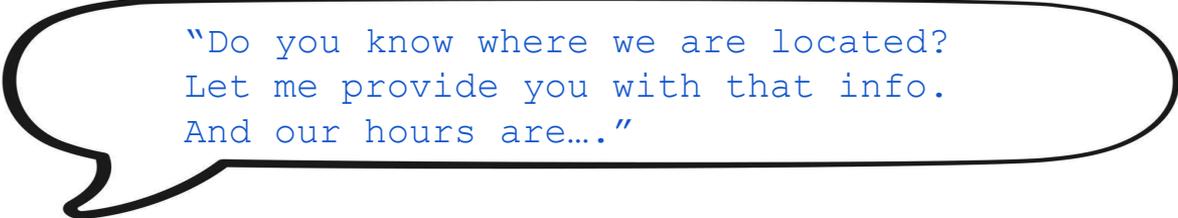
"This parts is in high demand; we just got it back in stock"

"Great news! We have it in stock. Would you like us to hold it for you?"

"Let me check availability real quick."

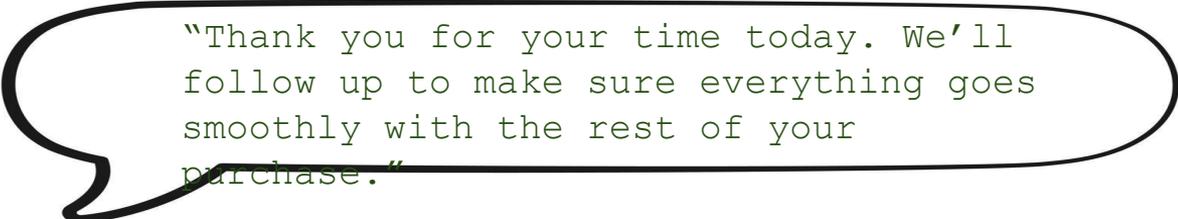
# End goal is to MAKE THE SALE

**Hours & Location:** Make sure the customer knows where and when to pick up their parts



"Do you know where we are located?  
Let me provide you with that info.  
And our hours are..."

**Follow up:** Follow up calls maintain good customer relationships.



"Thank you for your time today. We'll follow up to make sure everything goes smoothly with the rest of your purchase."

# Quick Reference

1. Answer within 20 seconds
2. Identify yourself and the dealership
3. Get the caller's name and number
4. Build rapport
5. Direct issues to the service department
6. Create urgency for parts in stock
7. Inform about hours and location
8. Consider the value of follow-up calls

