

Parts Phone Call Checklist:

- **ANSWER THE PHONE!** (What happens to a call when no one answers? Receptionist - Service)
- **KNOW WHAT YOUR SELLING:** Know the inventory, pricing and capabilities.

Core Phone Skills:

- Warm greeting: “Thank you for calling (dealership name), this is (parts representative) speaking, How may I be most helpful to you?”
- If they have to be put on hold, ask “Do you mind if I put you on hold for a moment?” after the greeting.
- Make sure to get name and contact information in the event you get disconnected.
- What vehicle are you calling about or what can I help you with? If the customer does not have the VIN on hand try to find a way to get it (service history at dealer, insurance card, etc.)
- Build rapport with the customer. You don't want just one sale, you want many from that customer and plenty of referrals.
- Would you like me to transfer you to service to set up an appointment to get this diagnosed/get a quote on getting this repaired?
- Up-sell every opportunity you get. For example, if a customer calls in looking for brake pads, ask why they aren't getting rotors and brake pad sensors and explain why they need them or the benefits as well. (Profit is not a dirty word in this business)
- Close the sale. You have earned the right to ask the customer for their business as long as you answered their questions properly and summarized key points in the road to the sales. From there ask for a credit card number and collect payment and thank the customer.

- Once completed place the order and give the customer an ETA.

- **Did they have the part?**
- **Did they discount the price when asked? (In what circumstances are we allowed to discount?)**
- **Did they offer additional items or services? Any additional parts that go with the repair? Can I switch you to service for the install**
- **Did they ask for the sale?**
- **Did they obtain your contact information?**