

# First Impressions Can Make Or Break a S.A.L.E.

- **Salutations.** Be sure to answer a call within 3 rings, if possible. If not, be sure to ask the customer if they may hold and if they can provide their name and number in case you are disconnected. If you can, begin with an introduction of your repair shop or dealership, along with your name and how you may assist them.
- **Ask.** If the customer is requesting a part or information on a vehicle, be sure to ask if they have a VIN or any particular information on the vehicle. If they request a part or knowledge about a part, and you do not know or are not sure what the customer is specifically asking for, do NOT be afraid to ask them questions. A customer would rather you ask questions and order the correct part, rather than be nervous or not ask any questions, and order the wrong part, thus creating aggravation from the customer and most likely losing a sale and a potential customer.
- **Locate.** After finding the correct part for the customer, be sure to include whether or not you have the part in stock and what the customer is looking in terms of final cost to them. If a customer has a question on availability or price, be honest and be sure. If you can have the part sooner with an additional cost, be sure to let the customer know that there will be a small charge. If there is a question of price, compare the price to what a customer could get the piece online for, but be sure to add that online sources show prices before taxes and inflated shipping prices that usually end up being more expensive than dealer direct. But if there is wiggle room with a part price, it could be a one time difference for a repeat customer.
- **End.** When closing a sale with a customer that is ready to buy, be sure to get all information including name, phone number, and payment if a deposit is required. Be sure to confirm all details with customer including number, a proper time to call when the part is received, and your dealerships' hours to let the customer have a timeframe on when to arrive to pick up their part(s).