

- **Western Team**

Call Card for Counter Calls.

-Greet customer **“Thank you for Calling _____ parts department, my name is _____ How can I help you today?”**

- Listen to customer concern/request – *Remember we do not diagnose over the phone but, we can council the customer.*

- Ask/confirm customer name. **“may I ask who I am speaking with for quoting purposes?”**

- Ask for Phone number for their file/order (caller ID works most of the time). **“Could I have a phone number for your file?”**

- Confirm vehicle and ask for vin if required. **“do you happen to have the VIN handy for your vehicle?”**

- If irregular parts are requested ask about their diagnosis, recommend technician diag. If possible. *(This is to dig up service work).*

- Inform customer if we have the requested part in-stock, warehouse or back ordered. *If the part is in the warehouse use “our warehouse” even if it’s in the manufacturers, often it is good to explain why you don’t keep the part instore.* **“due to lower sales history, we do keep this part in our warehouse I can have my guys pick the part and have it ready for you tomorrow”**

- Explain customer pricing including taxes. **“The total cost for _____ will be _____ after takes”**

- Using the customer name ASK FOR THE SALE. **“Can I place _____ part on order for you today Mr.\Ms._____.**

- Ask if they would like appt to have parts installed and book if needed. (The less pass-offs there are the better) **“would you like to have one of our certified (manufacturers name) technicians install this part for you?”**

- If an order is placed confirm part and vehicle **“I would like to confirm your order with you for _____ for _____ vehicle.”**

- Explain return policy and holding period. **“We hold parts for _____ days before returning them to our warehouse or manufacturer, we look forward to seeing you soon”**

- Thank customer for calling today using their name **“I would like to Thank you _____ for calling us today, Again, my name is _____ If you have any questions we are here to help”**

- If follow up call will be necessary let the customer know that you will be calling. **“We do follow up calls on quote and estimates with our customers to see how the search is going or if we can be of assistance. Are you ok if we call you in about 48 hours?”**

A call card guides the parts counter person through their call. Our goal is provide the best service available for our customers driving the parts counter and the service counter if possible. We should be measuring everything that happens at the parts counter. Parts quotes, Service estimates, and lost sales turn over is a great way measure and assess parts counter gained and lost opportunities. We use our DMS and EXCEL to accomplish this