

PARTS PHONE CALL TEMPLATE

1. Thank you for calling _____, this is _____, I can help you.
2. Verify client name, best contact #, email
3. Verify VIN of vehicle (possibly in database or client may have) OR Year, Make, Model if VIN unavailable
4. Reason for call- ASK QUESTIONS if unsure of needs
5. Provide client part information requested and include:
 - a. Price
 - b. Availability
6. Sell Value in part
 - a. Part warranty (2 year, unlimited mileage, 4 year 50,000 mile on engine and transmissions, etc.)
 - b. OEM quality
 - c. Exact fitment
 - d. Availability - next day VOR
7. Ask for the sale
 - a. Service questions, ask if they would like to speak to an advisor, no blind transfers (explain client's needs and information prior to transfer) - GOAL - schedule an appointment with sold part building service and part value
 - b. If a client wants the part only make sure to collect payment if possible to hold client to the part
 - c. COMBAT OBJECTIONS If a client declines - SEE BELOW
8. THANK the client sincerely for their call

Countering Objections

Pricing - "Dealership is too expensive to buy parts from" - Prove we are competitive, challenge the pricing myth, survey local competitors on fast moving parts

Stalling - "Going to shop around" - Be empathetic and ask why they are hesitant. Explain that we are the experts and we help others with these decisions every day and can help them

Indifference - "I am going to hold off for now" - Explain severity of issues that can result from holding off. Example: tires - braking distance decreased and driving in wet road condition issues

"NO" - "No thank you I am all set" - Provide client with parts quote reference number and give them your information in case they change their mind

Not the decision maker - "I need to talk to my spouse first" - Offer to call the spouse as you are the expert