

Parts Department  
Inbound Call Guide

**Open Call - Speak clearly and energetically**

1. ***(Dealership Name) Parts, this is (Your Name). And who do I have the pleasure of speaking with today?***
  - a. If possible, pull up customer file while answering the call
2. ***“Thank you for calling in (Their name)! And what is a good call back number for you in case we get disconnected?”***
3. ***“Thank you! How may I assist you?”***
  - a. No diagnosing over the phone
  - b. Gather Year / Make / Model
    - i. Ask for VIN only when necessary
    - ii. ***“Did you purchase the vehicle here or have we serviced it for you? If so, I’ll likely have your VIN on file.”***

**Price and Availability – Ask for the sale**

4. Provide price and availability information
  - a. Quote list price
  - b. If repair may require additional items, offer those to caller
5. If part does not require dealership installation:
  - a. ***“I’d be happy to hold this for you until you can swing in and pick it up. Would you like to pay with credit/debit card over the phone or using our online payment portal? Are you familiar with our hours of operation?”***
6. If part does require dealership installation:
  - a. ***“I’d be happy to hold this for you until your service appointment. Would you like to pay with credit/debit card over the phone or using our online payment portal?”***
  - b. Warm transfer to BDC / Service Advisor for service appointment scheduling

**Building Value in our Product – Ask for the sale**

7. If customer asks for a discount:
  - a. ***“Are you seeing a less expensive option somewhere else?”***
  - b. Explain the value in the OEM part and warranty
  - c. ***“Would that work for you?”***
8. If customer does not commit:
  - a. Explain Price Match if available or offer a less expensive option
  - b. ***“Would that work for you?”*** If YES, take payment and proceed as directed above.
9. If customer does not commit:
  - a. ***“I understand, (Their Name). Would you mind if I check with our Parts and Service Managers to see if we have any other promotions going on right now? I will give you a call back at (number provided earlier) after I speak with them. Thank you, (Their Name). You’ll hear back from me shortly!”***