

NADA – Fixed Operations – Parts

3/10/2021

Parts Job Aid

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Phone Skills and Opportunities:

1. Smile when you answer the phone. Demeanor is recognized even on the phone!
2. If you need to put someone on hold, ASK for their permission to put them on hold.
3. Immediately ask who you are speaking with and write down their name. Ask for their contact information in case they get disconnected. “Thank you for calling the Parts Department. This is ‘x’, who am I speaking with today? Great, can I please get your phone number in case we get disconnected?”
4. Offer information immediately regarding availability and/or how quickly you get it for them. “It is in our available inventory and we can have it ready for you at ‘x time’. Which method would you like to receive the part?” Ask for the sale by taking payment over the phone. Lock them in so they don’t go elsewhere.
5. When a customer asks for a discount, sell the value. State that these are genuine, OEM parts that are guaranteed and warranted. “We evaluate the market and price our inventory accordingly. With limited inventory supply, would you like to reserve this part while we still have it? Great, would you need this installed as well? Wonderful, which method of delivery or pickup do you prefer?” Offer up other items that would go with the part. I.e, batteries or a keychain with a new key.
6. THANK the customer for their business!