

# Parts Counter Call Aid

Cust Name: \_\_\_\_\_ Date of Contact: \_\_\_\_/\_\_\_\_/\_\_\_\_

Cust Phone Number: \_\_\_\_\_

Current Sales at Time of Call: \_\_\_\_\_

Email Address in DMS: Yes - Verify / No - Collect \_\_\_\_\_

Communicate any special offers promotions:

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If they chose not to buy, what was their reason?

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- Incoming calls are to be answered by the third ring.
- “(Insert Dealership) Parts Division. This Is (Insert Name) Speaking.”
- Ask for a VIN number every time. If not available from customer, do your best unless it is absolutely needed.
- Listen to customer queues.
- Offer options on item if available.
- While searching for a part, try to engage in conversation rather than putting the customer on hold. Build liking!
- Ask for the sale!
- If asked for a discount, check for online or current in store promotions. If none are present, politely say we do not have anything currently available at this time.
- If customer purchases a part, offer to schedule their service to have the part installed.
- Always let customer know about our hours before getting off the phone.

**We appreciate your business and again my name is (Insert Name). Thank you!**