

## OUTBOUND PHONE UP CARD

1. May I please speak with (customer's name) ....hi this is (YOUR NAME) calling from LaFontaine (specify your brand). The reason for my call is because you had made an inquiry with us about a (**Make**) (**Model**), is that correct?  
Great choice that is a fantastic vehicle!
2. Was it more the style or price that attracted you to the (MAKE AND MODEL)?  
The reason I ask is we have 30 franchises and 17 locations and millions in preowned inventory and we don't advertise all of these vehicles. I want to be able to tell you about any other vehicles that I think may be of interest to you.
3. What options are important to you?  
Leather or clothe interior? FWD or AWD?  
Sunroof or no sunroof?  
Navigation or no navigation?  
As for exterior color do you prefer lighter or darker shades? Interior?
4. (Restate briefly what the customer is looking for.)
5. I'm going to check my availability. Due to the size of it may take me 10-15 minutes, did I reach you on your Home, work or Cell phone number? What is the next best number?
6. You know what I just thought of something can you hold on one minute while I check something very quickly for you? (put guest on hold for 15-30 seconds)
7. I have great news; we have a handful of choices that will fit perfectly into what you are looking for, on top of that I would like to invite you to an exclusive VIP concierge appointment. When can you come in today or tomorrow? Morning afternoon or evening?
8. Do you know where we are located at? (give them a visual drive)
9. Just a reminder my name is Kim, do you have a pen handy? Can you write down my email and direct line?
10. I am going to send your VIP appointment confirmation email within the next 30 minutes. Is this the best email and does it link to your phone because it includes a shortcut for directions and additional information?
11. Would you prefer text message over email?
12. Great we look forward to seeing you (day and time of appt). When you get here just ask for.... They will be ready and waiting for you. We will have some vehicles pulled up for you and ready to drive. If something comes up, please give a call and I will return the courtesy on my end. Would you please call or text me when you are on your way? It was a pleasure speaking with you.  
Have a great day!