

Jonathan Cohen, Clifford Madamba, Cesar Ramos, Steven Rayton, Mario Salcedo, Cole Sartorio, Martin Silva, Jackson Strong.

Phone Script for Parts Orders

Good afternoon,

“Client asking for the part they are needing”

I will be glad to help you with that.

Ask for their name and if the vehicle has been serviced or purchased from the store

If yes, just validate the address information to create rapport and build familiarity with the client.

Once you have figured out the vehicle to the client’s profile, you will ask “2014 Audi A4?” to give confirmation to yourself and the client knows you have the right vehicle.

While looking up the part and providing the client with information, you can build your rapport and common ground with the client. Keeping a positive language to reduce the customers stress during this time.

I found the part and some other recommendations... majority of our clients here are also interested in cargo carriers for their Audi’s. Would that be something that interests you Adam, we have a great team that will find the correct bars and ensure the best fit for your Audi.

(At this point you need to understand the clients body language from the phone, if he strikes interest in this and is talkative then you can continue selling with Paint Protection Film or other products but if you can tell his body language is becoming agitated due to the stress of the situation. Its best to just get him good news on the original part he requested)

Well now that we have found his part, you can take payment over the phone, and it will be ready for you when up pick it up.

Can I assist you Adam in getting touch with our Service advisors to make an appointment for your next visit or I can assist with creating an appointment now?

Thank you again “Adam” have a great day and do not hesitate to seek me out for any additional needs.

My name is _____ and I am your parts expert here at _____