

Improving parts sale's

Answering the phone with happy enthusiasm and a smile goes along ways. Customers can hear you smiling on the phone.

When you talking with your customer get interactive with customer such as when they are going into what kind of vehicle they're inquiring about give a that's an awesome car or man I love that vehicle makes the customer feel good about what they own.

When the customer ask for something like an oil filter don't just price out the oil filter go ahead and upsell other parts such as the actual oil that is needed for the filter, spark plugs, plug wires, drive belts etc.

If the customer gives you feedback listen to what the customer is saying know what they're doing are they fixing their vehicle themselves or getting parts for a local repair to do repairs on their vehicle. Then you know what direction your going to take the conversation. Selling the idea of bringing the vehicle into our shop and the benefits of getting a ford certified tech to work on your car. Also don't assume that people know what they're doing with that particular part some might find out that it's more difficult then DIY.

Always offer getting customer to select your dealership on the ford pass app on their phone because that shows that you care about the return of that customer.

When discussing the High dollar parts engines, transmissions etc when the customer goes into the too high mode or just want to get off the phone. You must figure out what the objection is it maybe price or it maybe location. We offer many different ways of shipment and financing in our dept for customers that just don't have that extra cash.

Don't just quote a price and availability of the part and do the ole thank you for calling and get off phone there is reason they're not placing that order right away or buying that part at that point qualify the customer, find the objection, handle that objection and move in for the sell and don't forget to upsell upsell upsell.