

Introduction:

When call comes through reception

Thank you for call ABC motors, parts department? Certainly, I will put you through to XXXX our 15 year parts Specialist who can answer all your parts needs.

Hello thank you for calling ABC dealership, this is XXX who do I have the pleasure of speaking with today?

Retail:

- 1.) Ask for customers phone number to look up in database
- 2.) Oh, I see you are new to us, let me add a couple of notes.
- 3.) Remind me to tell you about our service “peace of mind inspection” at the end of our call today.
- 4.) If not in database get customers name, phone number and email. Year, make and model of vehicle and estimate mileage
- 5.) Search for the intended part, also bring up similar parts their vehicle might need based on year and mileage
- 6.) If customer seems interested in additional parts recommend, try scheduling them with a service advisor to ensure these parts are needed.
 - a. Free inspection of the vehicle then go from there
 - i. Brake down parts, costs and expectations with the customer
- 7.) If customer is not interested then give them the information they called about, if the part is in-stock, how much the part is, how long it would take to get the part.
- 8.) Ask the customer if they would like you to put the part on hold / buy the part and if they are coming to pick it up today or not?

The one thing that resonated with me is I'm not sure how much sales training the Parts department ever receives.

I would like to put together some word tracks in a little more detail and roleplay them with our parts department for a couple weeks then try the Mystery shopper again and I'm confident the result will be greatly improved.