

PARTS DEPARTMENT

Consistency

We expect that each customer receives the same great experience whether they speak to an advisor or a manager. Our best is the least we can do!

Pickup Options

Will you be picking this part up or would you like me to schedule an appointment for one of our certified technicians to install this for you?

Ask for the Sale + Upsale

"When most people buy part A, they usually also get part B. Would you like me to get that for you also?" "By purchasing with Chevrolet directly, parts come with X warranty"

Scarcity

You're in luck we do have X in stock right now, it's really hard right now to keep these on the shelf!

Consistency



Options



Introduction



Authority



Ask for the Sale



Scarcity



Discovery



Empathy



Introduction

Good Morning / Afternoon!
Thank you for calling NAME
Chevrolet Parts!

Authority

I am NAME, your local Chevrolet parts expert! Who do I have the pleasure of speaking with?

Discovery

What part are you looking for? Do you have the last eight characters of your VIN? If not, what kind of vehicle do you have?

Empathy

Relate to issue/situation "I hate it when the cold kills my battery, I have those same running boards on my truck and I love them, I just replaced X myself and the difference is amazing, etc."