

Improving the Parts Sales Call Job Aid

Central Team

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1. Answer all incoming calls with the name of the store, parts department, your name, how may I help you? (Smile while talking).
2. Listen and take notes of question that is asked. Acknowledge their question and confirm back to them.
3. To obtain contact information ask for their name and a good phone number to reach them at in case you get disconnected. (if they don't want to give that info for some reason at this point it's no problem at all and you will still have an opportunity later in the call)
4. After request/question inform the customer of what information you could use from them to get them the most accurate information the quickest, specifically the vehicle VIN. If they do not have the VIN let them know it is not a problem and that you should still be able to get them what they are after. Next ask if they've done any business with your store before and that you can likely look up their vehicle/profile. If they have not done business at the store before let them know that you will still be able to get them good information and set an expectation that every now and then you're not able to give an exact or best answer and info without the VIN of the vehicle, but finish the statement with either way, it should be no problem.
5. While looking up information fill "dead time" on the call with questions and comments to build rapport. (Talk about the weather, local sports and events, etc)
6. After gathering all information inform them of the availability, and regardless of in stock or special order, create urgency. (Not difficult to do currently with supply chain issues that everyone is aware of/used to.) Also set a realistic expectation in a friendly way.

7. A) If sale is confirmed, confirm all of their information if not already obtained. Once confirmed inform them that you would like to get them set up with the service department to schedule installation. When getting them with service make sure to do a warm transfer insuring that someone else will be on the other end of the phone. If a warm transfer is not available let them know that you will have someone reaching back out to them shortly to schedule and set an expectation of how soon someone will reach out (10-15 minutes). B) If sale is not confirmed attempt to obtain contact information if not already obtained to follow up to see if need still exists. Prior to phone call ending ask them questions as to what kind of time frame they think they might need/want the part or accessory to be able to create additional urgency and set expectations, even throwing in something like “we’re actually about to put today’s order in and would love to earn your business and get this in for you sooner rather than later.” (Something similar can be done for in stock as well, like it’s my last one or one of my most popular.) If no sale inform them of the benefits of purchasing OEM and offer to speak to someone in service as well to go over the benefits of having it installed at your store, as well as informing them of the installation process and answering any additional questions.
8. Finish the call by reminding them of your name and either thanking them for their business or telling them that you look forward to working/talking to them soon.

*Training and role playing is key to making sure your staff is comfortable on the phone and delivering the customer experience that is expected and deserved.