

PARTS CALL SCRIPT

1. Introduction "Palladino Mazda Dustin speaking, how may I help you?"
2. Customer information "Can I ask who I am speaking with/Confirm phone #"
3. What are you looking for? "Do you happen to have your VIN # handy for accuracy" (otherwise try year, make, model)
4. ELIMINATE ANY DEAD AIR - Small talk where possible
5. Any qualifying questions to help decipher what part is required
6. Did we give them options - OEM/Aftermarket parts
7. Do we have it in stock/ETA to order
8. Ask for the business/discuss labour costs for installation/Give them the total costs with taxes and labour
9. "Can we go ahead and get that ordered/set up for you"
10. Don't be quick to offer discounts
11. Follow up with contact information: Can I grab your email to send a quote of the breakdown of what we discussed.
12. GIVE THEM YOUR NAME/CONTACT DETAILS OF WHO THEY ARE SPEAKING WITH.

AREA OPPORTUNITIES

1. VIN - foundation of what we function of (Didn't realize the high importance of this for accuracy)
2. Deposits on non returnable or special order parts
3. Part in stock - put name on order
4. No discounts right away
5. Tires always price match
6. Can we turn a parts call into a service customer (quote labor/offer options to get it booked in)

GUIDING PRINCIPALS

C - courteous
Q - quality
S - service
E - efficiency

BEST PRACTICES

- EXCITEMENT/HAPPY FOR THEM TO CONSIDER GIVING US THEIR BUSINESS
- Are we providing same service as a customer physically at the parts counter
- No matter what we're doing or how busy we are, when the phone rings set that aside and give them your undivided and positive attention.
- Options (OEM/aftermarket)
- ** Similar mindset to sales offering a good, better, best option.
- ** Giving them more options so they pick one instead of a yes or no
- Are we offering what's in stock/offering age inventory if we can
- Know your stuff - grow your knowledge on parts / what is in inventory
- ** Know more about the parts than your competitors
- Qualifying questions
- NO DEAD AIR
- Repeat the customers request to ensure understanding and avoid mistakes
- Confirm contact information
- Offer options, recommendations, promotions of special prices based on customer needs
- Avoid technical terms, explain in SIMPLE language.
- Always explain pricing in details/taxes and what to expect with labour
- Always send follow up email with the information to the customer (quote)
- Transparency on expectation of arrival of parts (ETA)