

# ***Parts***

## ***5 Step Phone Call Job Aide***

### **Step 1- Greeting –**

It's a Great day at \_\_\_\_\_ Parts Department. This is \_\_\_\_\_.

How may I help you today? (with enthusiasm)

### **Step 2-Qualify –**

Ask qualifying questions from the customer.

- How may I assist today? (If they know exactly what part they are looking for, skip to closing the sale and come back. If they do not know, continue with qualifying.)
- Year, Make, Model, Trim Level, do they have the vin number available? (If customer does not have the vin #, continue with the call by asking more questions to try and resolve the customers problem)
- Have you serviced your vehicle here in the past?
- Ask as many questions as possible that you need to determine the correct part.
- If the part includes any warranty, provide that information as well.

### **Step 3-Contact Information-**

Gather contact information from the customer.

- This might take me a few minutes to research this. Can I ask who I am speaking with today?
- If we were to get disconnected, can I get a phone number to call back?
- Do you prefer phone calls, e-mails, or text messages?
- Great, thank you, one moment please.

### **Step 4—Closing the Sale**

#### **Step 4a- Availability**

Is the part available or will it need to be ordered? When referring to the part, use the term your part in the communication.

- If the part is in stock, state I have great news, your part is in stock, I only have two left. (Scarcity Influence)
- 95% of our customers prefer to have one of our Certified Technicians install their part, would you prefer to take advantage of our “Fixed Right the First Time” installation, or would you like to do the work yourself?

- If yes, that is great, provide price installed and ask if mornings or afternoons would work better for an appointment? Give 2 possible appointment times. Ask if they have a pen and paper handy, and then ask them to write down the appointment time, with your name and contact info.
- If no, then ask if the customer would like to secure that part with a Visa or Master Card.
- Obtain payment information, address, and email address to send the receipt.
- Set expectations on how the customer can pick up the part. Would you be coming in today to pick up your part? Or would you like us to ship the part to you?
- If they refuse all offers... I understand sir/ma'am, If you don't mind me asking, I hope I did not do anything to offend you. Is it because you believe you will be able to get the part quicker? Then the only time I ever really hear no, is because my customer is looking for a better price. Is that your primary concern? Would you be interested if I could offer you a 10% off coupon towards your part/installation?

## **Step 4 b- Special Order**

- I am sorry, I do not have this in stock today, however I can have it here in the next 14 to 48 hours (about 2 days).
- Ask the customer if they would like to order their part with a Visa or Master Card.
- If yes, then get payment and get address, email to send the receipt to and place the order.

Part on National Back Order

- Unfortunately, that part is on national back order. I can take your information from you and once available I can let you know. What would be the best contact, Cell, or Email?

## **Step 5 Follow Up-**

If part was ordered, follow up when part arrives to let the customer know part is ready for pick up or has been mailed out.

If part is on back order, follow up once a week with preferred contact method until part is available or can be ordered.