

Buy-Back

Good morning (afternoon, evening, etc),

This is (name)? With Hawkins Chevrolet? Here in Fairmont?

I'm calling for (customer name)...

Hi (name), how you doin'?

Well the *reason* for my call (name) is, if you have just 60 seconds, I have some information I think you'll want to know about your vehicle, and a question to ask you. Got a minute?

According to the information here in front of me you purchased a (year, make a model) here awhile back - do you still own that vehicle?

Ok that's great news.

With everything going on right now, it's become almost impossible to buy quality used vehicles at wholesale auctions, and if we're going to pay above market value we'd rather reward our local customers, by paying them top dollar instead, and your vehicle has been pre-selected for this.

Can you tell me,

About how many miles are on that vehicle? Awesome.

Condition overall? (Interior, Exterior)

Maintenance?

What do you like the most about it?

Anything you would change about it if you could?

Is there still a balance owed on it?

Based on an analysis of the vehicles in our owner database yours came up as being in particularly high demand, if you've EVER considered making a change, now is the absolute BEST time to be selling that vehicle so let me ask you this -

If we could purchase your vehicle, upgrade you into a newer one and get the financials in line, possibly while keeping your payments at or near where they are now, WOULD YOU CONSIDER IT?

Great, do you want to head over right now, or would later today work better?

I have openings in my appointment book for

_____ or _____.

Do you have a pencil handy?

My name is _____, and my direct number is _____. I'm going to put you on my schedule for _____. If you're going to be early or late no big deal; just give me a call so I can make the adjustment to my schedule.

Do you know where we're located, (street name)? Reconfirm day/time, wrap up.

Voicemail: Hi is this (name) with Hawkins Chevrolet in Fairmont, calling regarding the (YMM), I have some great news to share regarding your vehicle, if you could please call me back at (Phone #). Thanks!