

**Internet Lead Phone Script:**

Hi, is this (Customer name)?

Hi, this is (your name)? With (dealership name)? In (Name of city)?

You had sent over a request regarding a vehicle here, does that ring a bell?

(only if applicable)

It looks like you had a question regarding \_\_\_\_\_?

Ok, I'm happy to check on that for you.

And (customer name), let just ask you a couple quick questions, so I can best serve you...

Just to confirm, this was the (year, make, model), listed on (website), for (vehicle price)?

I'm going to check availability now... also, since we're constantly turning inventory, we do have some cars that haven't been listed yet, so let me do this, I'll check on that one and all the others like it that you may not be seeing -

This is the best phone number for you? And the best email is?

So while I'm checking, what was it about the (model) that you really liked or that caught your eye, and is there anything else I should be checking into for you?

Actually, rather than call you back, my manager just walked by, he'll know these off the top of his head. Could I have you hold for a second?

**Used:**

Mr. or Mrs. \_\_\_\_\_ thank you for holding, I have great news. We have over \_\_\_\_\_ quality pre-owned vehicles in stock today; I just checked with my manager and he says there are actually (\_\_\_\_\_ or \_\_\_\_\_) he'd like to show you, including the one you called about, it is available right now—can you head over now or would later today work better?

**New:**

Mr./Mrs. \_\_\_\_\_, thank you for holding, I have great news! We have about \_\_\_\_\_ to \_\_\_\_\_ in stock, including \_\_\_\_\_ or \_\_\_\_\_ like you're looking for as well as the availability of (\_\_\_\_\_ or \_\_\_\_\_) with the exact equipment you need including \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.  
When could you head over... right now, or later today?

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 \_\_\_\_\_, and I'll make sure to have the car ready to go at that time. 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, on (street name)? Reconfirm day/time, wrap up.