



GM GIANT PROCESS MANUAL



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ways to combat having a legitimate marketing email sent directly to the Bulk/Spam folder. Some of the most common causes of non-deliverability are:

1. **Excess Punctuation:** An Email containing excess punctuation (e.g. multiple exclamation points, question marks or asterisks) are generally flagged as Spam.
2. **Non Web-Friendly Colors:** Email Marketers are often tempted to create emails with bright colors that "pop" off the page. However, certain colors are not web friendly (especially red), and they will cause an email to be relegated to the Bulk folder.
3. **Image/Text Ratio:** Any email should have a careful balance of imagery and text. When an Email contains too many images or images that are excessively large or excessively small, Spam filters go on alert. A deliverable email will have more text than imagery.
4. **Wording:** The subject line and body of an email should never have certain words contained therein, as they are deliberately flagged by almost all Email providers as Spam. Examples are 'free,' 'sale,' 'clearance,' 'cash,' 'discount' and 'lower monthly payment.' There are hundreds of such words and word combinations.
5. **Variations in Font Size:** While it is tempting to highlight a particularly important part of your Email message using a larger font size, it is not a good idea to deviate too much from the font size of the rest of your email. Spam filters read large differences in font size (i.e. 12px text and 30px highlights) as Bulk mail and will render them undeliverable.
6. **HTML coding:** The algorithms used to monitor Spam also read the HTML code inherent in the Email. When creating an HTML Email that uses both imagery and text, it is best to keep the code as clean as possible. Also, maintaining consistent size and alignment throughout the Email with HTML coding instructions and enclosing each portion of the Email into a large HTML table will assist your email to an Inbox.

If you follow all of the guidelines listed above and are still having trouble with the deliverability of your Email campaign, there are a few other options you can explore. For example:

Reader engagement has become a hot topic in the [email filtering](#) world in recent times because it attempts to measure whether those who are getting your email really care about it. So, even when your email service provider is [whitelisted](#) (like [MailerMailer](#)), if your readers aren't responding to your messages, Yahoo's inbox is taking notice. They are looking at whether your email subscribers delete your messages without opening them. If they see this trend, zap - off you go!

If this happens, it can also mean that the few readers who are actually looking at your emails in their Yahoo inbox now might not get them delivered into their inbox in the future. This is because Yahoo's aggregate data about your content suggests that most subscribers just aren't interested in your messages.

What Can You Do About This?

There are some that say the larger your email list the better. But the truth, especially in light of reader engagement, is that if your recipients aren't acting on your messages, you are better off with a smaller, more focused list comprised of people who want to listen.

Relevancy has always been important. Those who embraced providing targeted, on-point content have typically had a better [return on investment](#) (ROI). Those who blanketed the masses with messages are finding that their response rates have declined. Yahoo still monitors spam complaints and other metrics, but the added emphasis on reader action should prompt you to take a closer look at your content strategy.

To increase your chances (note that we said "increase your chances", not "guarantee") of getting into an inbox, stay relevant. Here are some tips:

1. Send content that your readers want to know about it.
2. Send educational material to help readers make informed decisions, not promotion after promotion that causes them to tune out.
3. Avoid list fatigue from over-mailing, which is sending messages so frequently that recipients start seeing your messages as noise.
4. Trim back on mailing to readers who aren't interested (they aren't buying from you now and that probably won't change)

If you can get your readers to avoid hitting the delete key without opening your message, you stand a much better chance of staying in their inbox

Email Marketing Best Practices

Email Marketing has become a challenging field, where deliverability is the premier challenge. In the past, Email Marketing was a fairly easy way to reach a broad customer base, and there were no rules or regulations regarding what could be sent in an Email. The present-day story is much different, and reaching a prospective customer’s Inbox, even with a legitimate Email, is often harder than it looks.

The current CAN-SPAM Act outlines some of the basics of what commercial Email marketers must adhere to in order to not suffer sometimes heavy fines (up to \$16,000). Included in the CAN-SPAM Act’s regulations are:

1.

Don’t use false or misleading header information. Your "From," "To," "Reply-To," and routing information – including the originating domain name and email address – must be accurate and identify the person or business who initiated the message.
2.

Don’t use deceptive subject lines. The subject line must accurately reflect the content of the message.
3.

Identify the message as an ad. The law gives you a lot of leeway in how to do this, but you must disclose clearly and conspicuously that your message is an advertisement.
4.

Tell recipients where you’re located. Your message must include your valid physical postal address. This can be your current street address, a post office box you’ve registered with the U.S. Postal Service, or a private mailbox you’ve registered with a commercial mail receiving agency established under Postal Service regulations.
5.

Tell recipients how to opt out of receiving future email from you. Your message must include a clear and conspicuous explanation of how the recipient can opt out of getting email from you in the future. Craft the notice in a way that’s easy for an ordinary person to recognize, read, and understand. Creative use of type size, color, and location can improve clarity. Give a return email address or another easy Internet-based way to allow people to communicate their choice to you. You may create a menu to allow a recipient to opt out of certain types of messages, but you must include the option to stop all commercial messages from you. Make sure your spam filter doesn’t block these opt-out requests.
6.

Honor opt-out requests promptly. Any opt-out mechanism you offer must be able to process opt-out requests for at least 30 days after you send your message. You must honor a recipient’s opt-out request within 10 business days. You can’t charge a fee, require the recipient to give you any personally identifying information beyond an email address, or make the recipient take any step other than sending a reply email or visiting a single page on an Internet website as a condition for honoring an opt-out request. Once people have told you they don’t want to receive more messages from you, you can’t sell or transfer their email addresses, even in the form of a mailing list. The only exception is that you may transfer the addresses to a company you’ve hired to help you comply with the CAN-SPAM Act.
7.

Monitor what others are doing on your behalf. The law makes clear that even if you hire another company to handle your email marketing, you can’t contract away your legal responsibility to comply with the law. Both the company whose product is promoted in the message and the company that actually sends the message may be held legally responsible.

~Information obtained from [http://business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business/].

In addition to the rules set forth by the CAN-SPAM Act, there are also a number of Spam filters employed by individual Email providers (e.g. aol.com, gmail.com, att.net, yahoo.com, etc.). While each one of these providers has differing levels of Spam filtration, there are a number of

Team Listing

General Manager

Fixed Ops Director

Service Advisors

Sales Managers

BDC Manager (Corp)

BDC Agent –Sales

BDC Agent-Service

AutoAlert Specialist

Reception

Rocky Faragoi

Alan Royce

Jason Janiak

Ashley Hammond

Paul Bachtel

Kevin Chlebowski

Dan Kreuser

Scott Cizewski

Steven Laureys

Rachel Robinson

Heather Vandygriff

Jason Chiddister

Devon Niegos

James Hayes

Nancy Anderson

Technology

CRM

Equity Mining

DMS

Service Retention

eLead One

AutoAlert


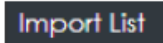
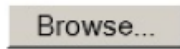



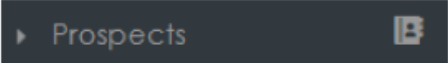

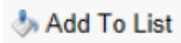
Reynolds (ERA)

Reminder TRAX

Internet Process Sales

Campaigns Import List

Campaign Manager allows you to save or import lists in order to perform tasks with those leads. For example, the dealership can do an email blast, print letters, make sales calls, etc.

1. Click .
2. Click .
4. Click .
5. The file you import must be either csv or txt format.
Also, your list should be as simple as possible. It can include:
First Name, Last Name, Email Address, Street Address, Phone Number, and Birthday.
If your list contains anything other than the above, it must also contain:
Opportunity Salesperson, Opportunity Source, Opportunity Status, and Opportunity Up Date.
6. Click  to go to Step 2.
7. Step 2 allows you to choose the way the data will be brought into Campaign Manager.
8. Click  to go to Step 3.
9. You can either create a new list or add to an existing list.
10. Click  to go to Step 4.
11. You will get a message: Your List Has Been Submitted.
12. You can view your list under  .
13. To process this list in Campaigns you would need to click . Follow the instructions on the screen.

5.

Click Submit.
6.

Click OK.
7.

The list is viewable within Campaign Manager, Marketing Lists. You can use the list in step 3 of Add New Campaign. (See Campaign Manager Tutorial for instructions.)

Internet Process—Sales

When a new lead is generated by an interested customer, an alert will be sent to the Sales BDC reps via cell phone alerts, computer pop-ups, and through a CRM notification. A new lead will also alert the Sales and General Manager to assist in a timely response.

Once the notification is received the responding party will log into the CRM and look for a notification on the top right side of the screen.

When the “New Lead” icon is clicked it will open the Internet Sales Manager Dashboard

Welcome Steve Laureys, Tue, Jan 06, 2015									
Technical Support (877) 859-0195									
Gurley Leep GM Giant (7733)									
Home Add Search DeskLog Service Leads On									
1 Hot Surveys Logout									
Internet Sales Rep Dashboard									
Hot Opportunities(447) Today's Activities(1) Unmatched Msgs(199) Service Leads(0) Parts Leads(0)									
New Leads (1)									
Type	Date/Time	Customer	Phone Number	Vehicle	Timer	Elapsed Time	Source	Assigned To	Activity
	1/06/2015 4:35 PM	Customer, Interested		2011 DTS		0mins	GM One Source	Robinson, Rachel	Day 7 ISM Phone Call

This will display the customer name, and time that they have been waiting for a response. The company requirement is a response, during business hours, within 5 minutes or receipt by the CRM. Ideally the response time will be less than 2 minutes.

Internet Process—Sales

When the Customer's name is clicked, it will then open the file associated with the customer. A specific customer workflow will enact and will run a follow up course as follows:

Daily contact	Day 1 to 7
Contact every other day	Day 9-29
Manager contact	Day 30
Email every ten days	Day 40
Phone call every 30 days	Day 60

This is a segment of the Internet Assigned workflow. Sub workflows are set to remove phone call tasks and emails, accordingly, in status of Internet Assigned no phone, and Internet Assigned no email.

When meaningful contact is made the status selected will be Internet Direct Contact. This follow up will be at the pace of the costomer.

When meaningful contact desists, the status will be changed to Internet Discontinued contact which will run a course of contact for 15 days.

When an appointment is made, the status will be changed to Internet Appointment Set, and follow up will be set based on the appointment date, by calling prior to confirm, and a follow up task scheduled after to ensure the customer is still being contacted.

When the customer needs to be marked inactive (not in market, bought elsewhere) the customer will be place in to the status of Internet-Manager Review.

Add to List

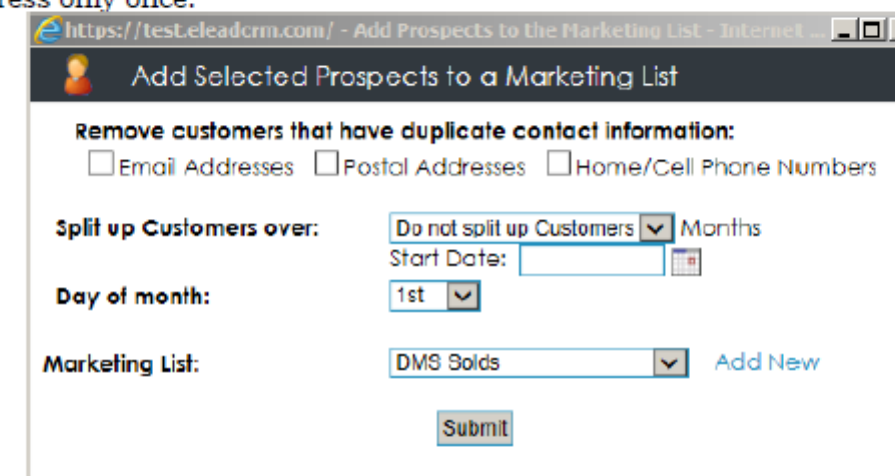
1. To create a Marketing List to use in Campaign Manager:

Click 

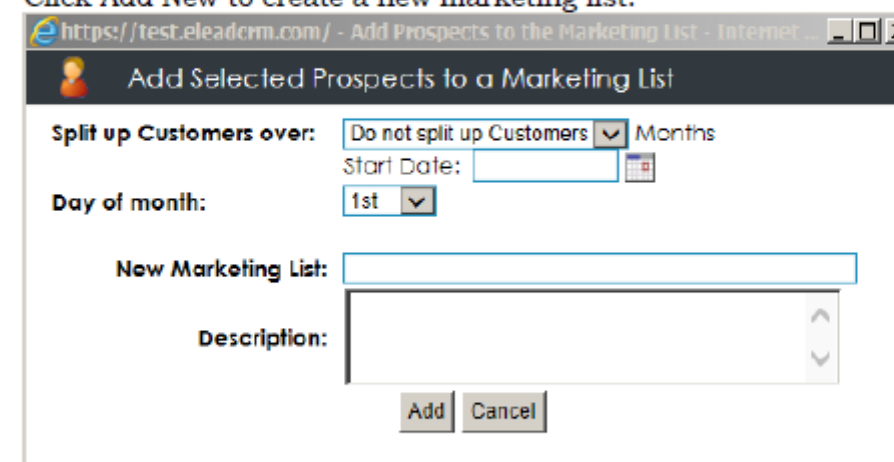
2. If more than 100 results, a message will come up.
Click OK to continue

3. You can remove customers that have duplicate contact information.

For example – a husband and wife might have 2 separate records, but use the same email address. By checking the Email Addresses box, the template goes to that email address only once.

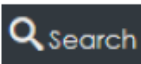


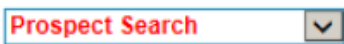


4. Click Add New to create a new marketing list.



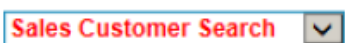
Type the new list name and click Add.

Advance Search

1. Click .
2. Putting a check mark in  will display that field in the search results.
3. Putting a check mark in  requires that field to be populated with the criteria you enter in order for the record to show in the results.
4. You can search all of your prospects by selecting: 

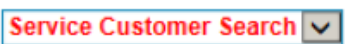
OR

You can search just your DMS Sold Customers by selecting:



OR

You can search just your Service Customers by selecting:


5. A few examples:
 Search Sales Customers for people who have leases ending in 2 months.
 Search Prospects for orphan leads.
 Search Service Customers who have not been in to the Service Department for a year.
 % is wildcard for searches.

Scheduling an Appointment

When speaking with a customer to schedule an appointment it is important to ensure that you maintain several factors. Following these steps increases your appointment show rate and aid the customer in finding the Dealership and you when the time comes.

Before concluding the call:

- 1) Schedule the call for times at the 15 minute after or 15 minute before the hour time segments. (e.g. 1:15 or 3:45) If the customer is unwilling to set a time initially, begin with agreeing on a date, then a morning, afternoon or evening time period. Then offer two time options. If customer is still unwilling to commit, schedule the appointment on a tentative basis.
- 2) Ask the customer to call you if they are running late.
- 3) Ask the customer what the best number will be to call to confirm the appointment.
- 4) Ask customer to confirm email address, and what an alternate email address would be.
- 5) Ask them if they know where we are located. Let them know where to park, and which door to use when they arrive.
- 6) Remind them to ask for you when they arrive.
- 7) Close with "Thanks again (customer first name), I look forwards to seeing you (day) at (time) at Gurley Leep GM Giant!
- 8) Log call and conversation in eLeads.
- 9) Schedule Appointment in eLeads.
- 10) Remember to schedule confirmation call and call after the appointment.
- 11) If appointment is for the same day, please add them to the concierge board.
- 12) Send confirmation email

Scheduling an Appointment in CRM

Importing Lists

Periodic lists that are generated for customers that qualify for campaigns based on criteria selected by General Motors. These lists are available to Sales Management .

These lists will be uploaded to the CRM as an imported list and then converted to a Marketing list. At the General Manager's discretion, the list will be distributed to qualified Sales Personnel and the system will schedule phone calls accordingly for follow up.

In some instances, these lists may be used as part of, or separate from an active email blast.

Once the file is imported it will be added to the marketing list.

Marketing List Administration							
Current Marketing Lists							
Name	Created By	Date Created	Last Cleaned	Lifetime	# Customers	Edit	Delete
\$ Sales	Steve Laureys	10/22/2014		30	31849	Edit	Delete
\$1000 off used	Mark Coffman	5/21/2013		30	0	Edit	Delete
\$1000 off used 6/17/13	Mark Coffman	6/17/2013		30	6844	Edit	Delete
\$1000 off Used 6/6-6/9	Mark Coffman	6/3/2013		30	0	Edit	Delete
10-1-2013 List -JS Cust	Rachel Robinson	10/1/2013		30	405	Edit	Delete
4-14	Steve Laureys	4/14/2014		30	0	Edit	Delete
6 15 2013	Steve Laureys	6/15/2013		30	0	Edit	Delete
all clients 10-20-2014	Steve Laureys	10/20/2014		30	14976	Edit	Delete
Jean Green 9-13	Steve Laureys	9/13/2013		30	0	Edit	Delete
John Sims sold list	Steve Laureys	12/6/2013		30	488	Edit	Delete
ryder	Lynn Law	4/4/2014		30	254	Edit	Delete
SL Open	Steve Laureys	3/13/2014		30	0	Edit	Delete
SLs ALL	Steve Laureys	3/13/2014		30	13214	Edit	Delete
Steve	Steve Laureys	4/25/2013		30	0	Edit	Delete
verano owners	Rocky Faragol	5/15/2014		30	153	Edit	Delete

Based on the List, and Direction of the General Manager the Campaign will be selected.

Add/Edit Campaign Step

Fulfillment Type:

- Select –
- Dealer Completed Phone Calls
- Dealer Printed Letters
- Direct Calls
- Email Blast
- Interactive Voice Recording
- Live Calls (Call Center Survey)
- Mobile App Notification

Dealer Completed Calls will be used when one or more Salespersons are selected for follow up, this will populate the calls on their organizer to ensure completion with their daily tasks.

Opportunity Details

eBrochure Email Letter Phone Showroom **Schedule** Sales Quote Credit App 5 Liner Worksheet Add Note Print Info Merge

CUSTOMER ID: 147725801 OPPORTUNITY Add Trade In

Name: Tracev Witmer Vehicle: New 2014

Click on "Schedule" on the customer file

Schedule Contact

Task: Phone Follow-Up

Assigned To: Robinson, Rachel

Due: 12/30/2014 2:00 PM






Comments:

Schedule

Change date and time accordingly

Add notes!

Click Schedule

Contacts	Service	Relationships	Ins/Other	Lifetime Value	Vehicles	Audit Trail	Equity
	Scheduled Contact Activities						
Due			Type			Assigned To	
12/29/2014 9:00:00 AM				Phone Follow Up		Vandygriff, H	
12/30/2014 5:30:00 PM				Appointment		Green, M	
12/31/2014 2:00:00 PM				Phone Follow-Up		Green, M	
	Completed Opportunity Activity History						

Make sure a call is scheduled before to confirm and after to follow up!

CAMPAIGN CHECKLIST

To build and execute a campaign, several steps need to be done in preparation.

First it is important to begin with the end project clearly mapped out:

- 1) Who will be contacted and by who
- 2) What will the message be
- 3) How will it be delivered

For an email campaign:

- 1) Import list if one needs to be
- 2) Build email template to send and save
- 3) Build marketing list using advanced search (Add to import list if applicable)
- 4) Use Campaign Manager to execute the process

For a Phone Campaign

- 1) Import list is one needs to be
- 2) Build marketing list using advanced search (Add to import list if applicable)
- 3) Use Campaign Manager to execute the process

For emails please remember the following tips:

- Use same color text at the beginning of the email to control display text
- Add plenty of white space at end of email to drive down opt out code
- Carefully select Subject line-avoid more than one Capital letter and special characters
- Use refine to deselect recent solds, or recently closed ROs
- Use multiple campaigns, when possible, to better target the buyer.

Appointment Pre-Show Checklist

To be best prepared for our customers, please refer to this checklist prior to the customer arrival.

_____ Has this appointment been confirmed? By Who? _____

_____ Is the Appointment logged in eLeads?

30 Minutes before Appointment

PRODUCT

- _____ Is Vehicle parked in designated spot?
- _____ Is vehicle clean and free of any manufacturer prep or debris?
- _____ Does Vehicle have enough fuel for test drive?
- _____ Does vehicle have a Dealer Plate affixed properly?
- _____ Do you have an alternate vehicle selected and ready to show the customer?

PROCESS

- _____ Is the customer's name and appointment time listed on the concierge board?
- _____ Do you have paperwork ready to complete with customer (i.e. Appraisal form)

PEOPLE

- _____ Are you familiar with the vehicle to discuss it properly
- _____ Is your desk free of clutter and ready to welcome guest?
- _____ Have you reviewed the customer file to be prepared?
- _____ IF BDC appointment, is the Rep. ready to perform warm Transfer?

Call Routing

Marketing Campaigns

Import and Execute

Objection Handling:

Here are the questions to ask when they say NO, they like their car or they’re not interested:

“I understand that I probably caught you off guard and that you were not expecting my call” or “I understand that you love your vehicle, that is why I’m calling you. We have customers asking for these vehicles and I need them.”
“Let me ask you a couple of questions”...
“Was the vehicle equipped the way you wanted when you bought it?” Or “Are there any other features you would like to have?”
“Is it the color you wanted?”
“Is it currently meeting the needs of your family?”

If they still say no then tell them thank you and ask if it would be alright if you called them in the future if you have need of their vehicle again.
“I understand that you enjoy your vehicle and that it is meeting your needs at this time. Would it be alright to call you again in the future should we have another need for a vehicle like yours?”

Remember, no isn’t always no. It’s sometimes, I’m not prepared to say yes right now.

VOICEMAIL:

“Hello Mr/Mrs Customer, this is [Your Name] from [Make].
I’m calling about your [Model]. Please call me back at your convenience. My direct line is [Phone].”

Helpful phrases to use:

HOW DO YOU KNOW I QUALIFY FOR THIS PROGRAM?: (conquest only)
“Because you service your vehicle with us, it makes you a VIP client of ours. That is why you are being offered this. “

WHY DO YOU WANT MY VEHICLE?:
“The reason we want your vehicle is because good quality pre-owned vehicles aren’t as easy to find as they used to be. We would rather reach out to our customers that service their vehicles here, because these vehicles are more valuable to us.”

Call Routing

- All calls that are made to the Dealership will be directed to one of the following locations:
- General Calls: Most incoming calls will be routed to the Receptionist for proper call routing
 - Service Direct line: Dedicated phone numbers will direct calls to the Service Department.
 - BDC Return Calls: When a customer is responding to an information sent from the BDC they will be directed to call them back on the Company issued Cell Phone.

All new calls received will use the Call Scripts contained in this Manual.

Return calls will maintain adherence to the script as a guide line, and all objections will be countered based on the word tracks provided.

Incoming Sales Calls will be paged for the first available Sales Rep to assist.

Workflows

Silo 5 -Lease Contract End: Script Continued

Schedule physical inspection appointment at the dealership

If, “Yes”: *If it’s not recent, would you like for us to take another look at the car?*

Have you selected a replacement vehicle?

If, “Yes”: *Great, when we get together we will see if it makes sense to make your move now, rather than wait.*

If, “No”: *Great, you can let me know what’s important to you in selecting the next vehicle, and we’ll see what we can do to help you get into it at the ideal time.*

Will today at _____ (time), or tomorrow at _____ (time), be good for you, for us to get together? If not: What is the best time for you? _____

Great, I’ll be ready for you.

End of Script.

Tip: For all Contract End clients, AutoAlert helps you “Strategize”, *prior* to the appointment, or *during* an appointment, to evaluate opportunities and payment differences on any model your brand offers with no cap-cost reduction.

Tip: AutoAlert will automatically determine whether to take the vehicle in as a trade-in, (using *estimated* trade value from recent auction data, relative to payoff), **or** to terminate the lease using “balance to maturity payments”, plus termination fees. (In the “Preferred Equity” section on the deal screen, either equity, or balance to maturity, is used in the calculation of the new car).

Tip: Have sample photos of chargeable vehicle damages, (chips, dings, etc.) that **are** acceptable, and some that **are not**, to use for comparison when examining the car with the client. (Many lease companies will provide these upon request).

Tip: Have a Tire Depth Gauge, (available for a nominal cost from the tool-truck that calls on the Service Dept. selling tools to the techs). Measure the tires, in front of the customer; write down the tread depth on a used car appraisal form.

Tip: Don’t assume that the customer will want the same model car. In most dealerships, the *majority* of lease clients move into a car model different than their current vehicle. Lease customers can drive different vehicles for a shorter “ownership cycle”, and change vehicles as their needs and wants change.

Silo 5 -Lease Contract End: Script

Schedule physical inspection appointment at the dealership

As a client approaches the end of a Lease Contract, your objective is to set an appointment with the customer, to physically examine the vehicle, from a lease-end point of view.

We can then evaluate whether it makes sense to lease the client a new car *now*, (terminating their lease *early*), or *wait* for the lease to mature.

Important Research: As the customer approaches the end of the lease, *your* influence of the next purchase diminishes as you get closer to 0 payments left.

We will want to evaluate:

1. Excess mileage fees, (that may be due at maturity),
2. Excessive Wear and Tear, (including tires and glass),
3. Other fees, (deferred repairs, and defective equipment, for example), that may be due at lease termination.

Possibilities and opportunities to lease them any model vehicle we sell.

Script

Hello, Mr. / Ms.: _____? This is _____ name from _____ (dealership) calling about your _____ (Year Make Model), lease...

I'm showing that you have _____ months remaining on your lease:

We want to help you transition into your next car as smoothly as possible, and avoid, or minimize, any fees for excessive wear and tear, glass damage, tire wear, excess mileage, or any other expenses that may be due according to the terms of the lease.

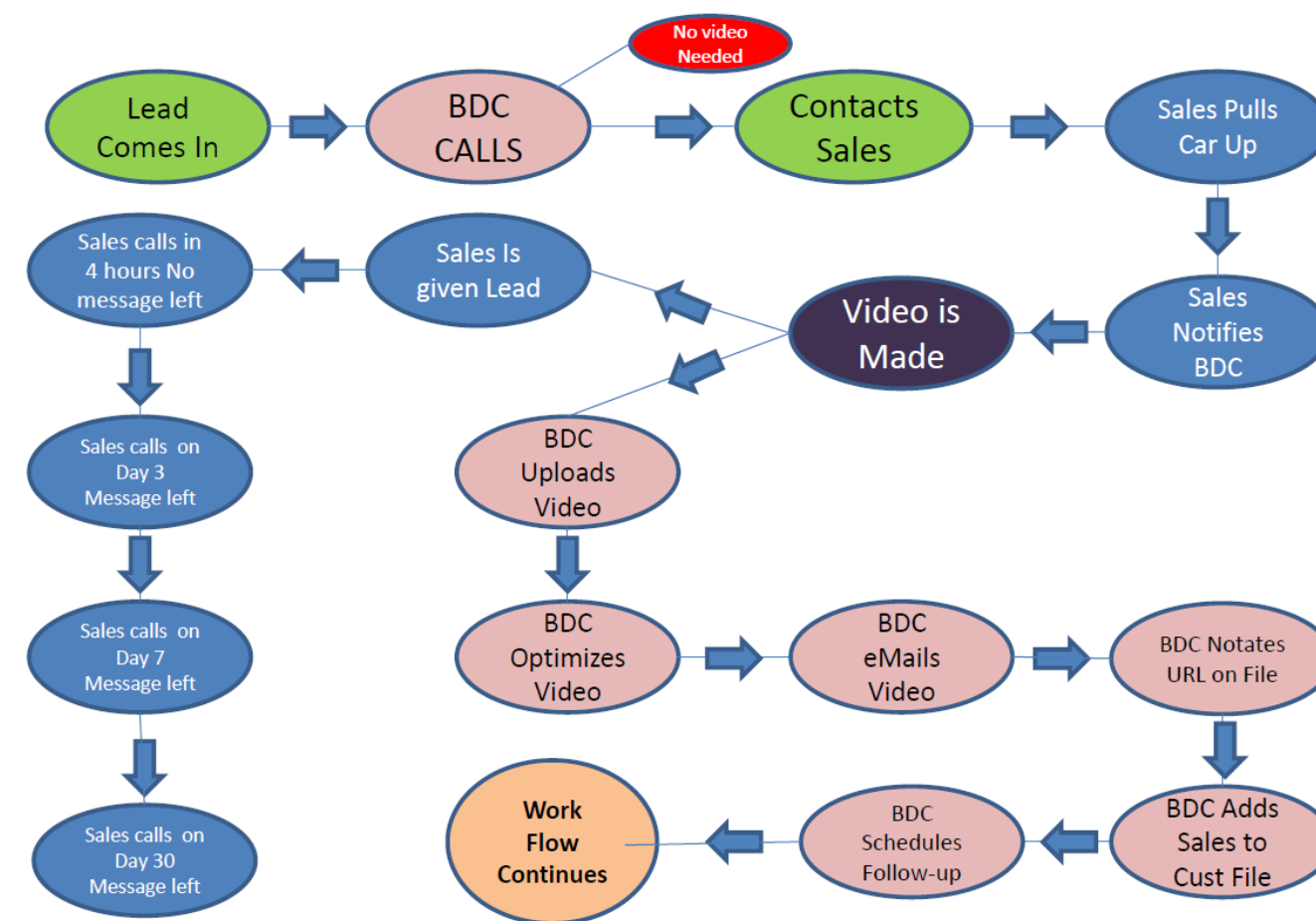
We've found the best step at this point is to schedule a complimentary vehicle inspection, to examine which items that you may be able to take care of in advance, at a cost that would be lower than the fees charged for those same items by the lease company.

Additionally, we can evaluate whether or not it would make sense to get out of the car early, and take advantage of any special programs that you might be entitled to on a replacement car?

Have you had an inspection yet?

(The leasing company's inspectors don't count; they are not trying to watch out for your client like you are).

New Internet Sales Lead



WORK FLOW CHANGE FOR VIDEO IMPLEMENTATION

New Internet Sales Leads will follow the above course of action which applies to the Sales and BDC teams. This is a Highlight of the Internet Assigned Sales status. All leads will follow the remainder of the work flows as designated here after.

New Internet Sales Lead

INTERNET ASSIGNED STATUS-ALL NEW INTERNET LEADS DEFAULT STATUS				
Day	Call	Email	Template Name	Assignment
1	x	x		Primary
1	x		4 Hour Call Check Response	Primary
2	X	x		Primary
3	X	x		Primary
4	X	x		Primary
5	X	X	A5	Primary
6	X	X	A6	Primary
7	X	X	A7	ISM
9	X	X	A9	Primary
11	X	X		Primary
13	X	X	A13	Primary
15		X	A15	Primary
17		X		Primary
19	X	X	A19	Primary
21	X	X	A21	Primary
23		X	A23	Primary
25		X		Primary
27	X	X	A27	Primary
29	X	X	A29	Primary
30		X	A30	ISM
GOES TO LTF WORKFLOW AFTER COMPLETION				

This applies to all new internet leads that do not engage.

Silo 1 Service Alert and Service Appointment Script

"Hello Mr./Ms. **Customer**, This is **Salesperson** with **TOYOTA**."

I noticed you have checked your 2007/Camry into our service department. Is it still here? {If not switch to the Enhanced Sales Script.}

The reason I am calling is:

Your car is an exact match for a vehicle that we have a specific need for right away.

In order to compensate you for allowing us to have your car back, I would like to see if your vehicle qualifies for the **Toyota Exchange Program**. Under the **Exchange Program**, if your vehicle passes our **Exchange Inspection**, as compensation to you, we will exchange your 2010 Camry LE for a new current model keeping your payment about the same. **{NO PAUSE, GO STRAIGHT TO THE NEXT STATEMENT}**

Mr./Mrs **Customer**, **before I go any further however, I have a very important question for you: WHAT WOULD BE THE ONE THING ABOUT YOUR CURRENT VEHICLE YOU WOULD LIKE TO CHANGE?**

Great, I am making a note about that.

Now Mr./Mrs. Customer, how the **Exchange Program** works is very simple, since your vehicle is here in the Service Department today I would like your permission to do an **Exchange Inspection at no cost to you**.

What time were you planning to pick up your vehicle? Please see me when you get here. I will have your keys and the results of your inspection as well as our **Exchange Offer**.

After your vehicle passes the inspection and you accept our **Exchange Offer**, we will deliver your **replacement vehicle** and you will be on your way. {No matter what questions are asked as to what am I getting for my car, what is new about the 2011, rates, anything other than "why or how are you doing this" please responds as :}

Those are great questions Mr./Mrs. Customer and we will get them answered as soon as your vehicle passes the **Exchange Inspection**, however I know we have surprised you by this offer and I have to get a 2007/Camry in here today, I have a list of other qualifying customers I need to call, so is it OK if I just call you **next time** I need a 2007/Camry?

If the question in how/why we are doing this, please respond:

Mr./Mrs. Customer, right now it is much easier for us to get 2013 new vehicles than suitable Certified Pre-Owned vehicles for our Pre-Owned programs. We have a quite a few customers than can only buy a pre-owned Toyota, so this puts you in the driver's seat and allows you to Exchange your 2007/Camry for a new 2013 for about the same payment.ve

FIRMING THE APPOINTMENT: One last thing Mr./Mrs Customer, can you do me a favor? Do you ha a pen handy? Please write down my name and number and call if you have any further questions. Also is anyone else on the title with you that you would need to bring to sign your car over to us? Thanks, see you at 5:15pm!

Service Appt Script

- Hello Mr/Mrs Customer, this is [your name] from [Make].

- I am calling to find out if you still have your [year, make, model]. Do you still have this vehicle?

Answer: Yes (continue with script)

Answer: No (thank them and hang up)

- The purpose of my call is I noticed you’re probably getting close to [number of miles on vehicle], and you are going to have a service due at that point.

- Would you like me to schedule an appointment this week to take care of that?

Answer: Yes (make the appointment)

Answer: No (Ask why. Explain the benefits of being a [Make] VIP service client servicing their car with you. IE: shuttle service, free vehicle inspection, car wash, etc.)

Answer: Not sure (call them back later when they would want you to.)

New Internet Sales Lead

INTERNET ASSIGNED NO EMAIL-STARTS AFTER SELECTION			
Day	CALL	Template Name	Assignment
1	X		Primary
2	X		Primary
3	X		ISM
4	X		Primary
5	X		Primary
6	X		Primary
7	X		ISM
9	X		Primary
11	X		Primary
13	X		Primary
15	X		Primary
17	X		Primary
19	X		Primary
21	X		Primary
23	X		Primary
25	X		Primary
27	X		Primary
29	X		Primary
30	X		Primary

New Internet Sales Leads that only provide a phone number will remain on the following course and after the 30th day will change to LTF.

New Internet Sales Lead

New Internet Sales Leads that do engage will be placed in the Sales Status of Internet-Direct Contact. This will create a phone and email contact which will continue in perpetuity.

INTERNET DISCONTINUED CONTACT STATUS-STARTS AFTER SELECTION				
Day	Call	Email	Template Name	Assignment
1		X	D1	Primary
2		X	D2	Primary
3	X			Primary
4		X		Primary
6		X	D6	Primary
7	X			Primary
7		X	D7	Primary
9		X	D9	ISM
11		X	D11	Primary
13	X			Primary
15		X	D15	Primary
GOES TO LTF WORKFLOW AFTER COMPLETION				

When engagement ceases, provided the customer has not scheduled an appointment, become inactive, or purchased, the lead will be placed into the status of Internet-Discontinued status.

OUTREACH TO TOMORROW'S CONQUEST SERVICE APPTS:

Hello Mr/Mrs Customer, this is [Your Name] from FORD.

I see you're bringing in your [Model] for service tomorrow. The purpose for my call is we currently have some needs for vehicles like yours. Do you mind if while it's here tomorrow, we walk around it to make sure it's something we can use and see if it qualifies for the FORD Exchange Program?

You're asking their permission.

"Would it be ok with you if while it's here..."

"While it's here, can I have your permission to walk around it..."

If it's something older that most likely has no payments on it, then don't use the "FORD Exchange Program" term. Instead, say something like:

"...make sure it's something we can use and present you with some upgrade opportunities?"

or simply

"...make sure it's something we can use and talk with you about purchasing it from you?"

If they are dropping it off, tell them you'll talk with them when they come back to pick it up. You can tell them you'll present them with their opportunities when they pick it up.

OUTREACH TO YESTERDAY'S CONQUEST SERVICE CUSTOMERS:

Hello Mr/Mrs Customer, this is [Your Name] from FORD.

I see you brought your [Model] in for service yesterday. I'm sorry I missed you while you were here. The purpose for my call is we currently have some needs for vehicles like yours. Do you have 15-20 minutes in the next couple days to stop back here and allow us to walk around it to make sure it's what we're looking for and see if it qualifies for the FORD Exchange Program?

If it's something older that most likely has no payments on it, then don't use the "FORD Exchange Program" term. Instead, say something like:

"...make sure it's something we can use and present you with some upgrade opportunities?"

or simply

"...make sure it's something we can use and talk with you about purchasing it from you?"

Only give info about replacement AS NECESSARY. WE ARE BUYING THEIR CAR. TALK ABOUT REPLACEMENTS AFTER TALKING ABOUT THEIR CAR, TYPICALLY WHEN THE CUSTOMER BRINGS IT UP IN THE CONVERSATION. If it doesn't come up, then say, "It looks like we can certainly use your vehicle. Would you like to look at a replacement vehicle?"

Remember, don't use these words/phrases:

Appraise/Appraisal
Used car manager
Trade-in
Trade you out of
Put you into

Instead, use:

Evaluate/Inspect/Walk around
Inventory manager, or portfolio manager (if you need to refer to someone)
Replacement vehicle (they may choose pre-owned or new)
Give you, or offer you

Make it conversational. Don't sound like your reading or repeating a script. Make it your own, but keep the message the same.

CONQUEST (customers that use the service dept, but did not purchase that vin from your store)
Easy call – own it (use your personality)
 Create a need for their current vehicle
 If I could (make the numbers work & get you into a newer vehicle)
 Would you (consider swapping vehicles with us today?)

Email or phone –

“Hello (customer) – I wish I had caught up with you when you were in service last (week / month). My pre-owned department is specifically looking for a (year/make/model) with mileage similar to the one you brought into service. How long were you planning to keep your (model)?”

Once you get a response from them — “If I could get you into another vehicle and make the numbers work; would you consider swapping vehicles with us today?”

OLDER – vehicles that have not been back in service for last 5 months or more:

Hello (customer) – I am calling regarding your (year, model). I see you have not been in service since (last visit)... are you still driving this vehicle?

...wait for response – then “How long were you planning to keep it?”

....wait for response – then “I was hoping that IF I COULD....MAKE THE NUMBERS WORK....etc.”

REMEMBER – ultimately; it is their vehicle and they can choose to keep it. “Obviously you are driving the right vehicle; this is why we are looking for it. Have you already purchased an extended warranty to keep your overall cost of driving as low as possible?”

FOLLOW UP EMAIL AFTER CALL – even if they say they are not interested. Thank them for taking your call. Send them your contact information in case anything changes or if they happen to run across anyone else that may be in the market.

New Internet Sales Lead

When an appointment is scheduled, please refer to Appointment section of this Manual.

INTERNET APPOINTMENT SHOW STATUS-STARTS AFTER SELECTION				
Day	Call	Email	Template Name	Assignment
1	X	x	AS1	ISM
2		x	AS2	Primary
3	x			Primary
4		x		Primary
5	X			Primary
6		x		Primary
7	x			Primary
7		x	AS7	ISM
9	X	x		Primary
11		x	AS11	Primary
13	x			Primary
15		x	AS15	Primary
GOES TO LTF WORKFLOW AFTER COMPLETION				

When the appointment shows, election of the status above is used if no sale results from the Appointment, and the customer is still a working customer.

New Internet Sales Lead

When an appointment is scheduled, please refer to Appointment section of this Manual.

Appt No Show				
Day	Call	Email	Template Name	Assignment
1	X			Primary
1		x	NS1	Primary
2	X			ISM
2		x	NS2	Primary
3		x	NS3	Primary
4	X			Primary
5		x	NS4	Primary
6	X			Primary
7		x	NS5	Primary
Goes To Internet Discontinued Contact Work Flow				

If the customer fails to show for the appointment, the system will enter them in the status of Appointment No Show which will set a course of action for seven days, and then turn to Internet-Discontinued Contact.

Data Mining
Scripts and Objections

AutoAlert VIP Daily Process Map

Goal: Schedule 1-2-3 appointments every day Sell 1-1.5 units daily
Know Current Programs and Incentives * Create Campaign

Sales 5-10 calls 2x during shift
First thing when arrive – Service customers and upcoming RO appt
Afternoon/ Late Evening – Alerts/Opportunities

Daily: Open AutoAlert as soon as you arrive

1st Service Opportunities

Customers in Service drive, lounge
Contact through AutoAlert- You need their vehicle, will they drive the new vehicle when service completed? Can Sales Manager do complimentary equity evaluation now?
Upcoming RO appt
RO History/occurrence, Tires, Expensive maintenance, Expiring Warranty.

2nd Lease Maturity / Alerts

Contact 180-360+ days minimum before maturity
Manufacture Pull Ahead Programs
Identify Mileage Penalty and Exchange opportunity

3rd Opportunities / Alerts

Alerts never contacted
Greatest \$\$ difference
Most payments remaining
Use search reports for other created opportunities

Make the Call

Identify the Opportunity Block and Review the Deal Sheet
Present opportunity to customer... Read the Script
First: Call – Leave message
Second: Follow up Call – Validation of need. We appreciate you're busy, have a great opportunity for you, please call me at your earliest convenience...

Set Appointment

Schedule Appointment with customer – *Have them ask for you when they arrive and bring extra keys, owner's manual, etc. that should stay with current vehicle*
Make Copies of Deal Sheet for Sales, BDC, and Sales Manager

Greet Customer upon arrival, Give business card (BDC)

Introduce to Sales Manager as VIP Customer

Sales Manager to complete VIP Exchange Review

Sales Person

Get additional information and keys on existing vehicle for **equity evaluation**
Talk to customer about needs-same model, equipment, desired equipment, etc
Have 2 replacement vehicles pulled up, 1st Same Model and Trim, 2nd Same Model or Upgraded Model with Higher Trim Levels (\$25 more per month). Be prepared!
Test Drive and Select Replacement Vehicle. If we can keep your payments about the same, can we have your vehicle on trade early? Which Model do you prefer? Ask for the Sale!
Present the Deal - Visit about finance/Lease options - **Close the Deal!**

Sales Manager - Thank customer again for repeat business – **MARK DEAL SHEET SOLD**

New Internet Sales Lead

LTF STATUS-STARTS DAY AFTER SELECTION				
Day	Call	Email	Template Name	Assignment
1		X	L40	Primary
11		X	L50	Primary
21	X	X	L60	Primary
31		X	L70	Primary
41		X	L80	Primary
51	X	X	L90	Primary
61		X	L100	Primary
71		X	L110	ISM
81	X	X	L120	Primary
91		X	L130	Primary
101		X	L140	Primary
111	X	X	L150	Primary
121		X	L160	Primary
131		X	L170	Primary
141		X		Primary

Workflows with active clients will, at varying time points, change to LTF (Long Term Follow-Up) This is also actionable upon selection. This is a 150 day follow up process that sends emails automatically every 10 days and requires a phone call every 30 days. This is not specific to Internet inquiries.

New Internet Sales Lead

DMS SOLD				
Day	Call	Email	Template Name	Assignment
1		x	DS1	Primary
1	x		Thank for purchase	Primary
3		x	DS2	General Manager
7	x			Primary
9		x	DS3	Service BDC
11	x		1st Service Appt Set	Service BDC
27		x	DS4	Primary
30	x		Ask for Referrals	Primary
60		x	DS5	Primary
90	x		90 day check up	Primary
113		x	DS6	Service BDC
117	x		Confirm 1st service	Service BDC
180	x		6 month Follow up	Primary
1 Year	x		1 Year Follow up	Primary
18 month	x		18 Month call	Primary
2 Year	x		2 Year Follow up	Primary
30 Month	x		30 Month Call	Primary
3 Year	x		3 Year Follow up	Primary
42 Month	x		42 Month Call	Primary
4 Year	x		4 Year Follow up	Primary
54 Month	x		54 Month Call	Primary
5 Year	x		5 Year Follow up	Primary
66 Month	x		66 Month Call	Primary

Upon a customer purchase, follow up will generate for a five year and six month term. This incorporates Service and Sales Follow ups.

AutoAlert

Daily Service Drive Plan of Action

Active Drive (7AM +)

Triage Conquest First

2010 Models and Up

Search VIN, OR Customers Name

Approach Customer

EDUCATE YOUR CLIENT

Update and "TURN" Interested Customers/Clients

Check AA for Service Customers you have missed

Call Conquest Customers you have missed

Check AA for Conquest Appointments

Check AA for Service Appointments

Monitor Drive throughout the day via "MY DEALER LOT"

CALL CONQUESTS FROM PREVIOUS SERVICE DATES (2010 MODELS AND UP)

AutoAlert Daily Conquests Plan of Action

- Log into AutoAlert
- 1 hr time blocks assigned to each salesperson (so customers aren't doubled-up on)
 - Rotate time blocks for each salesperson (i.e. 1pm today, 2pm tomorrow, etc)
- 10 calls each day per salesperson
 - 10 calls will consist of fresh calls and follow-up calls
 - Follow-up calls should be made no more than 1-2 days after previous call AND at different time of day than previous call(s)
 - Follow-up calls can be made at any time during the day (because they are already assigned to a salesperson)
 - Log all calls with notes and follow-up activity
 - Follow-up activity may be an appt, another call in 1-2 days, or another call in 90 days
 - If no contact after 3 calls and an email, schedule out next phone call 90 days
 - Logging all calls assigns the customer to you and prevents doubling-up on customer
- Who to call in Conquests:
 - Make sure your layout in AutoAlert shows at least Full Name, Year, Trim, RO Appt, Last RO
 - 2yr old model year and older (2011 & older right now)
 - First sort by RO Appt and call the next day's appts (set them up to talk w/them when they are there)
 - Then sort by Last RO and begin calling the most recent service visits
- Work the service drive. Tell customers you'd like to buy their vehicle and offer them a free evaluation to see if it qualifies for the Buick (or GMC) Exchange Program. If it's not a Buick or GMC, just say Exchange Program or Buyback Program.
- You have the script with the objection follow-up questions and voice mail script.
- REMEMBER, it's all about wanting their vehicle. You are buying, not selling. The replacement vehicle will follow. Trust in this process, it works.

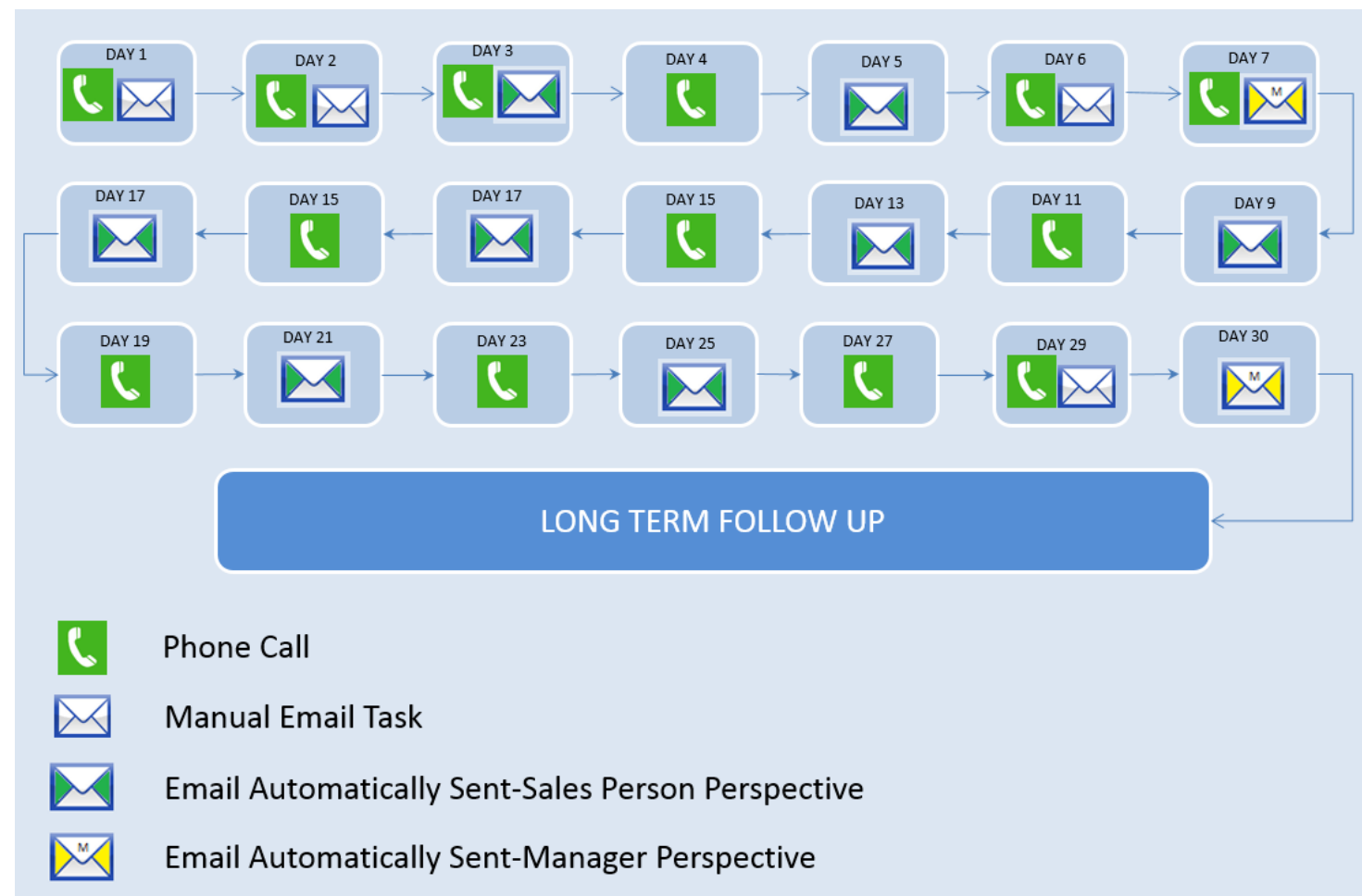
New Internet Sales Lead

Customers that notify us that they have made a purchase at another Gurley Leep store, will be placed in Manager Review Status.

Bought Elsewhere				
Day	Call	Email	Template Name	Assignment
1		x	BE1	Primary
3	x			Sales/BDC
4		x	BE2	Primary
14		x	BE3	Primary
45		x	BE4	Primary
90		x	BE5	Primary
120		x	BE6	Primary
130	x			Service BDC
180		x	BE7	Primary
1 year		x	BE8	Primary
15 months		x	BE9	Primary
18 months		x	BE10	Primary
21 months		x	BE11	Primary
2 year		x	BE12	Primary
30 Months		x	BE13	Primary
3 year		x	BE14	Primary
42 months		x	BE15	Primary
4 year		x	BE16	Primary
54 months		x	BE17	Primary
5 year		x	BE18	Primary

Customers that notify that they have purchased at a competitor will be placed in the status of Active-Bought Elsewhere.

Showroom and Phone Ups



All new Showroom and Phone ups will maintain a 30 day follow up and then will change to LTF.

AutoAlert

Daily Action Plan

Log into AutoAlert

10 calls each day per salesperson (Opportunities and/or Conquests)

Remember this is not a race, Quality outreaches over Quantity! DO YOUR HOMEWORK! REVIEW THE DEALSHEET BEFORE DIALING!

Identify MULTIPLE Opportunities. DON'T WASTE AUTOALERT OPPORTUNITIES. On average only 1 of 10 is identified to receive this unique outreach and opportunity!

Don't make the decision for your customer. Transparent message. Make it sincere & conversational. Don't want them mad at us. 10 calls will consist of fresh calls and follow-up calls

Day 1: Phone call. Don't leave vcml today.

Day 2: Phone call. Leave vcml today. Also send email echoing vcml.

Day 3: No outreach.

Day 4: Phone call. Leave vcml again.

If no contact after **Day 4**, schedule out **45 days** and repeat the process.

Log all calls with notes and follow-up activity. ALWAYS SCHEDULE AN ACTION!

Follow-up activity may be an appt or the next call.

If no contact after 3 calls and an email, schedule out next phone call 45 days

Logging all calls reminds you of when & what you communicated.

Where do you start?

1: Service Drive Tab; (Green P) Identifies Customers ALREADY Scheduled for a Service Appointment that are in 1 of the 6 Opportunity Blocks. These Opportunities are going to be in your Service Drive! "Identified a need for your vehicle... Complimentary Exchange Review..."

2: Service Tab; (Green S) Identifies Customers recently in for Service (last 30 days). Follow up. "Sorry I missed you while you were here. We identified your vehicle as something we can use..."

3: Mileage Alert; (Orange M) Lease Opportunities that are in a "Potential Mileage Penalty".

Pro-Active outreach to Avoid end of term penalty, Pull Ahead Opportunity.

4: Alert Opportunities; (Red A) Best practices are to sort opportunities by most payments remaining, lease contract ends, pull ahead lease programs, etc.

Who to call in Service:

Make sure your layout in AutoAlert shows at least Full Name, Year, Model, Trim, RO Appt, Payments Remaining, Payment Difference

First sort by RO Appt and call the next day's appts (set them up to talk w/them when they are there)

Then sort by Last RO and begin calling the most recent service visits

Do same for Conquests. You won't have any payment info because they didn't buy it here. Call appts day before, the work most recent service visits and older. "We have identified your car as one we could use. Can we have your permission to evaluate it and see if it qualifies for the Honda Exchange Program" (or "...talk with you about purchasing it from you" if it's something older that probably does not have a payment).

Work the Service Drive. AutoAlert MobileApp. Tell customers you'd like to buy their vehicle and offer them a free evaluation to see if it qualifies for the Honda Exchange Program.

Data Mining

Process

Scripting

Sales and Internet

Incoming Sales Call

Hello, my name is _____. What can I get you information on.

Great I would be happy to do that for you. Can I also provide information on payments, down payments and figures on your car?

Where can I email the information to or would you rather receive it by fax?

Great what is you email address/fax number?

And how do you spell your last name?

And how do I spell your first name?

What is your cell phone number in case there is a problem?

New Car Request: I will get you that information on the car right away. While I am pulling together the information would you consider a vehicle like this with low miles, a warranty and the same equipment or more?

Used car Request: Would you consider new?

What are you currently driving now?

Can I provide you figures on that as well?

Great I would be happy to. . .

When would you be available to look at the vehicle, and I can take a look at yours. . . This afternoon or Tonight?

Do you have a pen handy?

Write this down... (Spell name and give direct phone number)

I will send the information immediately. Please give me a call back if you do not receive it in the next Hour OK? Other wise I will see you at ____

Would you do me a favor? (Get a yes)

Call me if you have questions or find that you are unable to make it in.

Outbound Service Call –Status Update

Verify	“May I speak with (Customer Name)
Green Light	“Did I catch you at a good time?”
Intro	“This is (name) with (Dealership)
Reason	“I am calling in regards to your (year) (model) that we have been working on”
Ready	“Because we know your vehicle is important to you, we have put a priority on it, and your vehicle is ready to be picked up. As you requested, we completed (services). Are there any questions that I can answer for you?
Not Ready	“I wanted to give you an update on the vehicle. Currently we are anticipating the (parts)/(service to be completed) in order to finish your vehicle. While I can not give you an exact time that it will be ready, I can tell you when I will be able to provide you with another update. Can I call you back at (10am/2pm/4pm)?”
Inspection	“Your GM Certified Technician was able to complete the inspection, and he is competing the paperwork now so it will be ready to review with you when you arrive.”
Conclusion	“Thank-you again (customer name) for servicing with (dealership)

Outbound Service Call –Declined (Continued)

YES	Great, I am glad to hear you are taking good care of your vehicle!
No NVDS	While I have you on the phone, let’s go ahead and schedule your next visit. I have an opening on the week of (date) would you prefer a morning or afternoon appointment?
CONFIRM	<p>“Where should I send the email confirmation, to your personal or work email?” OR “Do you have a pen handy? Can you write this down please? If you need to change your appointment I can coordinate that for you. Again my name is (name), my number is (number). Your appointment is (Date and time) and when you arrive just ask for (Advisor) and he/she will be ready to assist you” OR If the customer is driving, and can not write the appointment down respond “Let me do this for you, I am going to call you right back and leave you a message. Don’t answer the phone and it will be there for you when you can write it down.”</p>
Up-Sell	“Before I let you go, can I ask...”
Conclusion	“Thank-you again (customer name) for servicing with (dealership)

Incoming Sales Call-Price

Sales Person: Thank you for calling. My name is Grant.
Buyer: I am calling for a price on ‘X’.
Sales Person: Great, thanks for calling us for a price.
NOTE: *Move immediately into qualifying how they want that equipped (2-door, 4-door, 5-speed, auto-matic).*
 Can I also get your figures on your vehicle?
Buyer: That’d be great.
Sales Person: You don’t have to purchase today, do you?
Buyer: No, just shopping.
Sales Person: Good. What are you driving now?
 (after the buyer answers)
 We need a vehicle like that now. Let me be sure I have what you want and I’ll get all the other information for you.
 Is there anything else you might want to consider if it was affordable?
Buyer: I’d love a hybrid if I could afford it.
Sales Person: Great. I’ll also put that together for you. What’s your cell number?
Buyer: Why do you need that?
Sales Person: So I can text you all the information you are requesting.
 (Buyer gives their number.)
 Great. How do you spell your last name?
Buyer: S-P-E-C-I-F-I-C.
Sales Person: How do you spell your first name? www.GrantCardone.com © 2011 Cardone Training Technologies, Inc. 310-777-0255
Buyer: J-O-E.
Sales Person: Joe, hold one second please.
NOTE: *Don’t ask- control the call- give the command – 5 count.*
 Joe, would you consider a vehicle like like the ‘X’ with low miles, a written warranty savings of 2, 3, 4 thousand dollars?
NOTE: *If they are calling on pre-owned.*
 Is there any chance you would consider new or newer if the money/payments are about the same?
Buyer: Maybe. What do you have?
Sales Person: I have a number of products that may work perfectly for you (don’t be specific) in addition to the ‘X’.
 When can we get together: this afternoon or tonight so I can show you exactly what I have?
Buyer: Tonight.
Sales Person: How about 5:30 or 7:00? What’s best for you?
Buyer: 7PM.
Sales Person: Great. Do you have a pencil handy?
NOTE: *Control the call. Give your first name, last name, YOUR cell number, location and address.*
 I am going to start texting you some information.
 If you have any questions, please give me a call or text me back.
 Would there be any reason you can’t make it tonight?
Buyer: No, I’ll be in at 7.
Sales Person: Great. I’ll see you tonight. By the way, what will you be driving up in? If something does come up, would you be kind enough to give me a call? I’ll see you tonight at 7.

Incoming Sales Call-Price Insistent

Sales Person: Thank you for calling. My name is Grant.

Buyer: I'm calling for a price on 'X'. All I want is your best price.

Sales Person: Great Sir, I'd be happy to get you our best price.

NOTE: Move immediately into qualifying how they want that equipped (color, trim, anything that they have not covered).

Sales Person: Can I also get you information on down payments, monthly payments and your vehicle?

Buyer: Nope, just the price.

Sales Person: Good Sir. What are you driving now?

Buyer: Good try. No trade, just the price.

Sales Person: You don't have to purchase today, do you?

Buyer: No, I just want your best price.

Sales Person: Let me be sure I have what you want and I'll make sure we get you our very best price.

What's your cell number?

Buyer: Why do you need that?

Sales Person: Because I want to text you our best price so you can see what we will do for you.

Buyer: Just give me the price.

Sales Person: We have a company policy to provide all of our quotes in writing so that there is no misunderstanding. Many of our competitors will give you a price verbally and then not honor it when you go there.

What's your text number? So I can send you exactly what we're willing to sell our product for. You can take that number and then shop it wherever you want to.

Buyer: Fair. Here is my cell number.

Sales Person: Good, how do you spell the last name?

Buyer: P-R-I-C-E.

Sales Person: How do you spell the first name?

Buyer: B-E-S-T.

Sales Person: What's your e-mail in case the file is too large for your cell number?

Buyer: bestprice@emailaddress.com

Sales Person: Hold please. (5 count) I'm going to e-mail you all the information so you can see it firsthand.

Is there any chance you would consider something pre-owned (low miles) if it save you 2, 3, 4 thousand dollars?

Buyer: I might do that. What do you have?

Sales Person: I have a number of vehicles like that available. When can you come by to look and drive? I can get you numbers on BOTH.

Buyer: No, I'm not interested. Just give me your best price.

Sales Person: No problem. I'd be happy to get you our best price. When can you come by to look and drive once I get you our best price?

By the way, I just you an email/text. Did you receive it?

Buyer: Yes I did. **OR** No, I didn't.

Outbound Service Call –Declined Service

Before you call the customer , first review their service history including last visit date, mileage, and service recommendations. Check for missing customer information and run through recall check.

VERIFY "May I speak with (Customer Name)

GREEN LIGHT "Did I catch you at a good time?"

INTRO "This is (name) with (Dealership)

REASON "I am calling in regards to your (year) (model)"

—> If customer has worked with a specific Advisor in the past

"(Advisor) asked me to give you a call. The last time that you were in for basic service was (date) and based upon the time (or miles) you are most likely due for your next maintenance service.

During your last visit, your GM Certified Technician found some items that needed to be addressed. (Remind them of items)
Have you been able to have those items taken care of?

YES Great, while I have you on the phone, the other reason for my

NVDS call is that our Sales Manager is looking for a (model) that has been taken care of as well as yours has been. I see that you are coming in again on (date). Would you be agreeable to have him look at your vehicle and provide you with a cash offer on it?

Go to Confirm, schedule as Service and Sales Appt.

Outbound Service Call-OnStar Lead (Continued)

-OR-	“Let me check one last thing...” (If it is in range) “I thought so, your vehicle is on the list of vehicles we are seeking to purchase. Can I have our Sales Mgr. Look at your vehicle while you are here and make you an offer on it?”
Up-Sell	“Before I let you go, can I ask...”
Conclusion	“Thank-you again (customer name) for servicing with (dealership)”

Incoming Sales Call-Price Insistent (Continued)

Sales Person: Let me check the information you’ve given me When can you and I get together to look at your options: this afternoon or tonight?
Buyer: Just give me the best price. I’ll figure out when I can come to you.
Sales Person: Once you get the information package, if you have any question just give me a call. You have my direct number.
Are you going to there the rest of the day? Where are your offices? I am going to be out of the office the next thirty minutes and thought I’d stop by and show you what I have an how much it is.
Buyer: Not necessary. Just send me the information I’m requesting.
Sales Person: Mr. Best Price, let’s face it. The only way anyone is going to earn your business is to get you exactly what you want. Give you the best price and THEN deliver you the best service.
Buyer: Good try. Love your professionalism. Just e-mail me.

Sales Person: Great, I’d be happy to. Sending you the information now. Again, all my contact information is included. If you have questions regarding ANYTHING, just call me. I’m going to send you more options that you may be interested in. My direct number will be on each transmission.

LOG THE CALL IN eLeads!

POSSIBLE ACTIONS TO TAKE:

1. Send multiple vehicles with prices.
2. Send payments as well as your price.
3. Send lease and purchase payment.
4. Send video of vehicle in question.
5. Have manager also send video message or call.

NOTES:

1. Keep working the opportunity.
2. BEST PRICE buyers can buy and DO buy!
3. You have to be persistent and creative.
4. Traditional attempts at avoiding/evading will fail.
5. Surrender to him, let him win.

Incoming Sales Call-Price:Distance

Sales Person: Thanks for calling. My name is Grant.
Buyer: I'm calling from sixty miles away and I want your best price on 'X'.
Sales Person: Great, I'd be happy to get you our best price.

NOTE: Move immediately into qualifying and how they want that equipped. (Color, equipment, 2-door, 4-door.)

Can I also get you information on down payments, monthly payments and your vehicle?
Buyer: That'd be great! Local dealers won't give me anything.
Sales Person: Great Sir. What are you driving now?
Buyer: I drive 'X'.
Sales Person: We really need a vehicle like that. You don't have to purchase or trade today, do you?
Buyer: No, I just wanted to see if it would be worth driving sixty miles.
Sales Person: Let me assure you that I have what you want and I'll make sure we get you our very best price.
What's your cell number?
Buyer: Why do you need that?
Sales Person: Because I want to text you all the information so you can see what we will for you BEFORE you drive sixty miles.
Buyer: Can't you just give me your best price?
Sales Person: We have a company policy to provide all of our quotes in writing so that there is no misunderstanding.
Many of our competitors will give you a price verbally and then not honor it once you get there.
Can you receive information over a phone?
Buyer: What do you mean?
Sales Person: If I text you, will you be able to receive the information?
Buyer: Yes.
Sales Person: What's your text number? I'll send you exactly what we're willing to sell our product for.
How do you spell your last name?
Buyer: D-I-S-T-A-N-C-E.

First name: L-O-N-G.
Sales Person: What's your best e-mail, in case this file is too long for texting?

Buyer: LongDistance@emailaddress.com
Sales Person: I'm going to text you and email you all the information. Hold on one second please. (5 count)
Hey, is there any chance you would consider something pre-owned (low miles) if it saved you 2, 3, 4, 5 thousand dollars?
Buyer: I already have a pre-owned.
Sales Person: Would you consider a new or newer car if the money was the same?

Outbound Service Call –OnStar Lead

Before you call the customer , first review their service history including last visit date, mileage, and service recommendations. Check for missing customer information and run through recall check.

Verify	“May I speak with (Customer Name)
Green Light	“Did I catch you at a good time?”
Intro	“This is (name) with (Dealership)
Reason	“I am calling you due to an alert that (Make) has received via OnStar. Your vehicle has informed us that (service) is due. I will assist you with scheduling that appointment for you.
Transp.	“So I can find the best appointment time for you, will you be using our shuttle or do you have transportation already arranged?
Appt	“Let me check on our next available appointment. What works best for you? Offer 2 choices—Morning or Afternoon? Early in the week or Midweek
Confirm	“Where should I send your email confirmation, to your personal or work Email?” -OR if no email “Do you have a pen handy? Can you write this down please? If you need to change your appointment, I can coordinate that for You. Again my name is (name) and my number is (number). I have now Scheduled your appointment for (Day and time)
Upsell	“Before I let you go, are your floor mats cracked or worn?” “We have floor Mats starting at (Price)
-OR-	“Let me ask you, with winter season upon us, are your wipers properly Clearing of your windshield?” “We can replace those for you while your Vehicle is here and install is free.

Outbound Service Call-Service Lead (Continued)

Up-Sell	“Before I let you go, can I ask...”
Conclusion	“Thank-you again (customer name) for servicing with (dealership)”

Incoming Sales Call-Price:Distance (Continued)

Buyer: What do you have?

Sales Person: I have a number of vehicles that would save you thousands over a new one. BEFORE we even look at your vehicle, when can you come down? I'd be happy to get you a price on both.

Buyer: I would consider it, but I still need your best price on the new one first.

Sales Person: No problem I'd be happy to get you that best price. When can you come by to look and drive? I'll get you that best price.

I just sent you an e-mail from my phone. Did you receive it?

NOTE: Texting and e-mailing while in the call – with your contact data and photo.

Buyer: Yes, I'm getting it right now.

Sales Person: Assuming I can get the numbers right, when can you come down this way?

Buyer: Just give me the best price and I'll figure out when I can come see you.

Sales Person: Is this afternoon or tonight even a possibility?

Buyer: No, it's not possible. Just get me your best price.

Sales Person: The reason I'm asking Mr. Long Distance is that we're starting a monster sale in two days. I'd like to offer you the pre-sale VIP access where you can take advantage of the inventory selection and guarantee yourself the best price BEFORE the sale starts. Could you come in and take advantage of that?

Buyer: Maybe, but I don't want to drive sixty miles without seeing what you can do for me.

Sales Person: No problem. I'm going to start sending you information right now. Once you get the information package, if you have any questions just give m a call back. You have my direct number, my cell number and my e-mail.

Mr. Distance, I'm so confident I can work the price out. Would you be willing to see me, if I'm willing to drive to you?

Buyer: Maybe, but I don't want to drive sixty miles without seeing what you can do for me.

OR

Just send me the pricing. Don't drive all the way out here.

Sales Person: Mr. Distance, let's face it. The only way anyone is going to earn your business, is if they give you exactly what you want. Give you the best price and they're going to have to make it worth your while to either dive six or sixty miles.

How about this? If we can't make it worth your trip to come down here, I'm going to pay for your cost to drive down here. Now, when can you be here: this afternoon or tonight? I'm confident we can make it worth your while

Buyer: What does that mean?

Sales Person: Come on down and if we're unable to work out the numbers on your car: the payments, the down payments. I'll pay for the cost of your trip, both ways.

What time can you be down here to take advantage of the big VIP monster sale: this afternoon or tonight?

Incoming Sales Call-Price:Match/Beat

Sales Person: Thank you for calling. My name is Grant
Buyer: Hi, I'm shopping for the best price. I already have a price and I want to know if you can beat the price I already have.

NOTE: (do not ask for price here)

Sales Person: Great, thanks for the opportunity. I'm confident I can beat anyone's price. Rather than you quoting me the price that they gave you, tell me what you want. Allow me to present what we can do. If I'm not a better price, then you tell me. Can I also get you information on down payments, monthly payments and figures on your vehicle?

NOTE: Move immediately into qualifying (color, 2-door, 4-door, long bed, 4-wheel).

Buyer: That'd be great! Can you do all that over the phone?
Sales Person: Not a problem. What are you driving now? Tell me about the vehicle: the year, the miles, and the condition.
Buyer: Oh, it's in perfect condition. It's got this many miles.
Sales Person: We really need a vehicle like that. You don't have to purchase today, do you?
Buyer: No, I just wanted to see if you could be even competitive before I come down there.
Sales Person: Excellent, let me make sure I have what you want. Let me get you our best price, figures on your vehicle, down payments and monthly payments. What's your cell number?
Buyer: Why do you need that?
Sales Person: Because I want to text you the information so you can see what we will do for you.
Buyer: Why do you need that?
Sales Person: Now, is your phone set up to receive information?
Buyer: Yes.
Sales Person: What's your text number? How do you spell your last name? (Then first name.) What's your e-mail in case this file is too big?
Buyer: What are you sending me?
Sales Person: I'm sending you all the information you want. Comparison prices, book values...
Buyer: Okay, send it to my e-mail address.
Sales Person: I'm going to text you and e-mail the information so you can see it. Hold on one second please. (5 count.) Is there any chance you would consider something pre-owned (low miles) if it saved you 2, 3, 4, 5 thousand dollars? (or 4, 5, 6 thousand dollars for luxury?)
Buyer: What do you have? I might do that.
Sales Person: Good, I have a number of vehicles that would save you thousands of dollars over a new one, before we even look at yours. When can you come by: this afternoon or tonight to drive and look? I'd be happy to get you our best price on both vehicles.
Buyer: I might but I still need your best price on the new one first.
Sales Person: No problem. I'd be more than happy to get you our best price. Let me ask you, when can you come by to look and drive the car once I send you the best price? Sir, I just sent you an e-mail. Did you receive it?

Outbound Service Call –Service Lead

Before you call the customer , first review their service history including last visit date, mileage, and service recommendations. Check for missing customer information and run through recall check.

Verify	“May I speak with (Customer Name)
Green Light	“Did I catch you at a good time?”
Intro	“This is (name) with (Dealership)
Reason	“I am calling in regards to your appointment request online.”
Transp.	“So I can find the best appointment time for you, will you be using our shuttle or do you have transportation already arranged?
Appt	“Let me check on our next available appointment. What works best for you? Offer 2 choices—Morning or Afternoon? Early in the week or Midweek
Confirm	“Where should I send your email confirmation, to your personal or work Email?” -OR if no email “Do you have a pen handy? Can you write this down please? If you need to change your appointment, I can coordinate that for You. Again my name is (name) and my number is (number). I have now Scheduled your appointment for (Day and time)
Upsell	“Before I let you go, are your floor mats cracked or worn?” “We have floor Mats starting at (Price)
-OR-	“Let me ask you, with winter season upon us, are your wipers properly Clearing of your windshield?” “We can replace those for you while your Vehicle is here and install is free.
-OR-	“Let me check one last thing...” (If it is in range) “I thought so, your vehicle is on the list of vehicles we are seeking to purchase. Can I have our Sales Mgr. Look at your vehicle while you are here and make you an offer on it?

Outbound Service Call-Defector and RM (Continued)

Appointment	Let me check our next available appointment. What works best for you (offer two choices)
CONFIRM	<p>“Where should I send the email confirmation, to your personal or work email?” OR “Do you have a pen handy? Can you write this down please? If you need to change your appointment I can coordinate that for you. Again my name is (name), my number is (number). Your appointment is (Date and time) and when you arrive just ask for (Advisor) and he/she will be ready to assist you”</p> <p>OR If the customer is driving, and can not write the appointment down respond “Let me do this for you, I am going to call you right back and leave you a message. Don’t answer the phone and it will be there for you when you can write it down.”</p>
Up-Sell	“Before I let you go, can I ask...”
Conclusion	“Thank-you again (customer name) for servicing with (dealership)

Incoming Sales Call-Price:Match/Beat (Continued)

Buyer: Yes, I did.

NOTE: Check your information.

Sales Person: Assuming I can get your numbers right, when are you coming this way?

Buyer: Just give me the price and then I'll let you know when I can come see you.

Sales Person: No problem. Is this afternoon or tonight even a possibility?

Buyer: Just give me the best price.

Sales Person: The reason I ask is we are starting the biggest sale we've ever had in two days. I'd like to offer you a pre-sale VIP access where you can take advantage of the inventory selection and we can guarantee you the best price before the sale even start. Could you come in and take advantage of that?

Buyer: Maybe, but you have to beat the price of the other guy.

Sales Person: No problem. I'm going to start sending you information right now.

Once you get the information, if you have any questions, give me a call. You will have my direct number. I'm so confident we can work out the price. Would you make time to see me, if I'm willing to come to you?

Buyer: Sure, come on out if you want to. **(OR)** Just send me the pricing.

Sales Person: Mr. Buyer, let's face it. The only way we are going to earn your business is to get you exactly what you want: give you the best price, beat the price of the competition and deliver you the best service. How about this? If I can't beat their price, I'll cover the cost of you coming to me both ways. Or, I'll come to you and it costs you nothing.

Now, what works for you: this afternoon or tonight?

Buyer: What does that mean you'll pay for my trip down there?

Sales Person: Come on down. If we're unable to work out the numbers, I'll pay for the cost for you to drive down here **OR (better)** I'll come to you.

Buyer: Come on down.

OR

I'll be to you about 5 o'clock.

Sales Person: In addition, I'll be sending you information including my contact data.

Any questions, please call me back. By the way, is there any reason you won't be able to be here by 5 o'clock?

Buyer: No, I'll be there.

Sales Person: Good, if you do get tied up, give me a call.

What will you be driving up in?

Buyer: I'm going to be in a red truck.

NOTE:

1. Always work for the appointment.
2. Don't let distance or another price become the issue.
3. Make a difference in your offer.
4. Ask for the appointment regardless of how far away.
5. Offer to go to them, show willingness.
6. Don't get hung up on price.

Incoming Sales Call-Price Grinder

Sales Person: Thanks for calling. My name is Grant.
Buyer: Hey. I want your best price. You one shot at me and that’s it. When I hang up, I’m shop-
ping other stores. Best price gets my business.
Sales Person: Great, thank you for the opportunity. I’ll be happy to get one shot at
earning your business with the lowest price. Tell me exactly how you want it equipped, color
(anything they have not covered). Can I also get you information on down payments, monthly pay-
ments?

NOTE: Move immediately into qualifying.

Buyer: No, all I want is your best price.
Sales Person: Excellent. So, let me be sure I understand. You want (summarize). Is
there anything I’ve missed?
Buyer: Nope, that’s everything. What’s your best price?
Sales Person: You don’t have to purchase today, do you?
Buyer: No, I’m not buying today. I just want your best price. Can you get that for me or not?
Sales Person: Let me be sure of what you want. I guarantee I’ll get you the lowest
price. What’s your cell number?
Buyer: All I want is a price. Can’t you get me the price while I’m on the phone?
Sales Person: I want to text you exactly what you’re asking for and what our price is.
Buyer: Just tell me what your best price is. You don’t need my cell number.
Sales Person: We have a company policy to provide all price quotes in writing so that
there is no misunderstanding. Other will give you a price verbally and then not honor it because they’ll
say you misunderstood. I want to be sure I have what you want then put it in writing. Remember, I
get one shot at earning your business. We outsell everyone that you could possibly call. We buy low-
er and sell lower than everybody in the marketplace. If you want the lowest price, I assure you that I
am the right person to do business with. What’s your text number so I can send you exactly what
we’re willing to sell our product for? You can take that number and then shop wherever you choose.
Buyer: Okay, I’m going to give you my cell number and my e-mail.
Sales Person: How do you spell your last name?
Buyer: G-R-I-N-D-E-R. (“the Toughest”)
Sales Person: Great, hold please. (5 count) I’m texting and e-mailing you the information so you
can see it. Is there any chance you would consider something pre-owned (low miles) if it saved you 2,
3, 4, 5 thousand dollars?
Buyer: Might. Just send me the price on the other vehicle.
Sales Person: When can you come by to look and drive? I’m happy to get you our
best pricing on both.
Buyer: Good try, but you’ll never get a second chance at me. Just send me the information and if it
works, I’ll call you back.
Sales Person: Assuming I can get the numbers right, when are you coming this way?
Buyer: Get me the best price and then I’ll figure out when to come over there.
Sales Person: I’m confident I will have the best price. Is this afternoon or tonight even
a possibility?
Buyer: Possible, just get me the best price.
Sales Person: The reason I ask is we are having a major push for the next two days.
If I am able to tell my supervisor that you are ready to go, it’s going to make a great deal of difference.
Is there any chance I can tell him you can make it this afternoon or tonight?

Outbound Service Call –Defector and Recom. Maint.

Before you call the customer , first review their service history including last visit
date, mileage, and service recommendations. Check for missing customer infor-
mation and run through recall check.

VERIFY	“May I speak with (Customer Name)
GREEN LIGHT	“Did I catch you at a good time?”
INTRO	“This is (name) with (Dealership)
REASON	“I am calling in regards to your (year) (model)” —> If customer has worked with a specific Advisor in the past “(Advisor) asked me to give you a call. The last time that you were in for basic service was (date) and based upon the time (or miles) you are most likely due for your next maintenance service. Can I ask how many miles you have on your vehicle at the present time?” IF DUE: “I can save you some time right now and schedule that for you.” —>then schedule the appointment IF NOT DUE: “No problem, it sounds like you will be due in (Month) I can schedule that for you now, and we will contact you two weeks prior to make sure the day and time still fits into your schedule. Do you prefer the early, middle or end of the week? —> Set the appointment.

Outbound Service Call-Recall

Verify	“May I speak with (Customer Name)
Grenn Light	“Did I catch you at a good time?”
Intro	“This is (name) with (Dealership)
Reason	“I am calling in regards to your (year) (model), as GM has informed me that there is a product enhancement for your vehicle.
Transp.	“So I can find the best appointment time for you, will you be using our shuttle or do you have transportation already arranged?
Appt	“Let me check on our next available appointment. What works best for you? Offer 2 choices—Morning or Afternoon? Early in the week or Midweek
Confirm	“Where should I send your email confirmation, to your personal or work Email?” -OR if no email “Do you have a pen handy? Can you write this down please? If you need to change your appointment, I can coordinate that for You. Again my name is (name) and my number is (number). I have now Scheduled your appointment for (Day and time)
Upsell	“Before I let you go, are your floor mats cracked or worn?” “We have floor Mats starting at (Price)
-OR-	“Let me ask you, with winter season upon us, are your wipers properly Clearing of your windshield?” “We can replace those for you while your Vehicle is here and install is free.
-OR-	“Let me check one last thing...” (If it is in range) “I thought so, your vehicle is on the list of vehicles we are seeking to purchase. Can I have our Sales Mgr. Look at your vehicle while you are here and make you an offer on it?
Conclude	“Thanks again and we look forward to seeing you on (Day)

Incoming Sales Call-Price Grinder (Continued)

Buyer: I’m twenty minutes from you OR I can come there right now **OR** probably not. Just give me the price.
Sales Person: I’ve already started sending you information. Check your e-mails and texts. Have you gotten it yet?
Buyer: Yes, I’m getting it now.

NOTE: Confirm the information of buyer.

Sales Person: Mr. Grinder, I’m so confident that we can work out the price. Would you be willing to making five minutes if I come to you?
Buyer: Don’t’ bother. Just send me the information.
Sales Person: Mr. Grinder, let’s face it. The only way we are going to earn your business is to give you exactly what you want: the best price and the best service on the exact product you want. Do you agree with that?
Buyer: Yes, I’ll agree with that but I don’t care about service. I just want the best price.
Sales Person: I’m so confident I can get you the best price. Give me four minutes to prove to you that I can earn your business.
Buyer: What do you mean by that?
Sales Person: Come on down or I’ll come to you right now. I’ll show you what I have and what I can sell it for.
Buyer: No, no, no.
Sales Person: I’m sending the information now. You’ll have multiple packets in less than ten minutes. My contact information will be in the package. Thank you for the opportunity.

- NOTES:**
1. Callers like this are buyers!
 2. Regardless of how certain he sounds about what he wants, he can still be on the wrong product.
 3. Don’t get frustrated.
 4. E-mail him the information. Take your best shot and that doesn’t mean it as to be the lowest price.
 5. Look him up on-line. Find out who he is and where he is.
 6. Still go to him if you can. You don’t need permission, you need insistance.

Incoming Sales Call-Price:Helper

Sales Person: Thank you for calling. My name is Grant.

Buyer: Hey, my name is Jen. I'm calling for my boss. I need a price on "X."

Sales Person: Great, thank you for the opportunity. I'd be happy to help you get HIM what he needs.

NOTE: Move immediately into qualifying (color, down payments, and monthly payments).

Buyer: Hmm – I don't know.

Sales Person: How about I get all that information together for you anyway and then he can decide how much is too much or too little?

Buyer: That's great. That's what I need.

Sales Person: Excellent. Great – (summarize) is there anything I've missed?

Buyer: Nope, that would be it.

Sales Person: Does he have to purchase today?

Buyer: No, he just wants to know what the best price is and then he'll decide.

Sales Person: Let me assure you that I have what you want. I have the inventory, exactly the way you want it equipped and the best price. What is your cell number?

Buyer: Why do you need that?

Sales Person: I want to text you the information so you'll have it to give him. Does your phone receive texts or is e-mail better?

Buyer: Can't you just give me the price over the phone?

Sales Person: We have a company policy to provide all price quotes in writing so that there is no misunderstanding. Others will give you a price verbally and when your boss goes into buy, they may not honor it. I want to be sure I have what he wants, and then put it in writing of our lowest price so you can share it with him.

NOTE: Make a Big Claim

We outsell everyone that you could possibly buy from; we outsell everyone that you can call. We buy lower and sell lower than the entire marketplace. If you want the lowest price, I assure you this is the way to do it.

Buyer: Okay, here my cell number and here's my e-mail.

Sales Person: How do you spell your last name?

Buyer: A-S-S-I-S-T-A-N-T...J-E-N.

Sales Person: Great, hold please. (5 count) I'm texting and emailing you the information.

Is there any chance you would consider something pre-owned (low miles, written warranty) if it saved you 2, 3, 4, 5, 6, 7 thousand dollars?

Buyer: Oh, he might. Why don't you send me that information as well?

Sales Person: How about I send you that as well... Is there any chance you will be near here this afternoon or before the end of the day so I can deliver the information to you in person?

Buyer: I don't think so. I'm busy the rest of the day. Just send the information.

Sales Person: Jen, I am confident we will have the best price. Where are you located?

Buyer: Why?

Sales Person: I'd like to deliver the information myself so I can meet you... you can know who you are dealing with. I can show you what I have and deliver the information to you in person. The reason I'd like to do this is we're having a major sale for the next two days. I'm going to be out and about anyway. Who know, maybe I can get a chance to meet your boss

Inbound Service Call (Continued)

"I wanted to check to see if there are any product enhancements for your Vehicle. As I expected there are none at this time, but I wanted to be sure

-Or- "I see that there is a product enhancement for your vehicle. I can schedule that for you as well.

Transp. "So I can find the best appointment time for you, will you be using our shuttle or do you have transportation already arranged?

Appt "Let me check on our next available appointment. What works best for you?
Offer two choices—Morning or Afternoon?

-Early in the week or Midweek

Confirm "Where should I send your email confirmation, to your personal or work Email?" -OR if no email "Do you have a pen handy? Can you write this down Please? If you need to change your appointment, I can coordinate that for You. Again my name is (name) and my number is (number). I have now Scheduled your appointment for (Day and time)

Upsell "Before I let you go, are your floor mats cracked or worn?" "We have floor Mats starting at (Price)

-OR- "Let me ask you, with winter season upon us, are your wipers properly Clearing of your windshield?" "We can replace those for you while your Vehicle is here and install is free.

-OR- "Let me check one last thing..." (If it is in range) "I thought so, your vehicle is On the list of vehicles we are seeking to purchase. Can I have our Sales Mgr. Look at your vehicle while you are here and make you an offer on it?

Conclude "Thanks again and we look forward to seeing you on (Day)

Inbound Service Call

Greeting	“Thank you for Calling (Dealership). This is (BDC Rep), how can I assist you?”
Number	“May I have the number associated with your vehicle?”
Name	“Is this (Customer Name)”
Record	<p>“Hello (Customer Name) are you calling regarding your (Vehicle)</p> <p>“And are you still at (Street Address)</p> <p>“We have (Phone number) as a second Number is that still correct?</p> <p>“I see we only have (one/two) numbers on file. A (second/third) number Helps your advisor keep you informed. What is the next best number, your Work or your cell?”</p> <p>“I also have your email address listed as (email address) is that still correct?</p>
—OR—	<p>“I noticed that we don’t have an email address on file. It’s an easy way for (Manufacturer) to keep you informed about your vehicle. Which would you Prefer to provide, your personal or work email?”</p>
Concern	<p>“You mentioned that...” -OR- “How can we assist today?”</p> <p>“And approximately how many miles do you have on your vehicle?”</p>
History	“Our records indicate you were last in on (Date) and you had (amount) miles on your vehicle.
Maint.	“(Cust Name) It looks like you are due for your (Service).
Up Sell	<p>“Based on your (Miles or time since visit) I would recommend (Service)</p> <p>-or- “It looks like you are up to date on (service)”</p>
Recalls	Real quick, let me check one thing for you with (Manufacturer). This will only Take a minute.

Incoming Sales Call-Price:Helper (Continued)

Buyer: No, that’s not necessary. Just send it to me.

Sales Person: I have already started sending you the information. If you will check your text/ emails.

Buyer: Yes, I am receiving it right now.

Sales Person: Jen, I’m so confident that I can work out the price for your boss. Could you please give me the opportunity to personally meet your boss? I promise you it will make a difference to him and it’ll certainly make a difference to me.

Buyer: I don’t know.

Sales Person: Jen, let’s face it. The only way we are going to earn your business to give him exactly what he wants, the best price and the best service. Do you agree with that?

NOTE: This is for REASSURANCE.

Buyer: Oh yeah. He demands good service. He always gets the best price.

Sales Person: How about this then: I am confident I can get you the best price. Can you PLEASE get me five minutes face to face with him to introduce myself?

Buyer: Maybe. But I still need that pricing information.

Sales Person: I’m already sending you information. Come on down (OR) I can come to you right now and show you exactly what I have and what I can do.

Buyer: Let me check with him.

Sales Person: Either way I’m sending the information. Whether he say ‘yes’ or ‘no’ I’m still sending you the information. My contact information will be in the package. Let your boss know I’ll be showing up with other alternative if he’s open to it. If you have any questions, you have my direct number. Please give me five minutes.

NOTES:

1. The assistant is the gateway to the buyer.

2. Don’t get frustrated.

3. Sell the assistant on you being confident and professional.

4. You want the assistant selling you when she hangs up the phone.

5. The assistant has to win here. Always give more information than is requested.

6. I’ve never taken a call from an assistant who had all the information.

7. Find out who the boss is. Ask them what they do!

8. Be willing to go there.

9. You don’t need permission. You need to be insistent. You need to be professional. You need to sell.

Incoming Sales Call-Specific Vehicle

Sales Person: Thanks for calling. My name is Grant.
Buyer: I'm calling for a price on and want it equipped like .
Sales Person: Can I also get you information on down payments, monthly payments and your vehicle?
Buyer: That would be great.
Sales Person: Excellent. What are you driving now?
Buyer: I'm driving an 'X'.
Sales Person: What's your cell number?
Buyer: Why do you need that?
Sales Person: So I can text you all the information you are requesting.
Buyer: Call me back at work.
Sales Person: Excellent. How do you spell your last name?
Buyer: Mr. S-P-E-C-I-F-I-C.
Sales Person: How do you spell your first name?
Buyer: My first name is Joe.
Sales Person: Joe, the number there at work is?
I'm also going to e-mail you the information. What's your best e-mail address?
Buyer: JoeSpecific@emailaddress.com
ACTION: Send email while in the call with your contact data and photo.
Sales Person: Have you received the information I sent you yet?
Buyer: Yea, I got it.

—OR—

No, I didn't.
Sales Person: Hold please. (5 count)
Joe, would you consider something with low miles, a warranty and save yourself 2, 3, 4 thousand dollars?
Buyer: I already have a pre-owned.
Sales Person: Would you consider going new or newer if the payments were the same?
Buyer: Maybe?
Sales Person: When can you and I get together to look at the options and I can look at your vehicle: this afternoon or tonight?
Buyer: Let me get the pricing first and then I will figure out when I can come see you.
Sales Person: Excellent. Is this afternoon or tonight a possibility once you get the pricing?
Buyer: Possibly.
Sales Person: Good, once you get the information package, if you have any questions, just give me a call back.
Joe, are you going to be at work the rest of the day?
Sir, are you going to be at this number the rest of the day?
Buyer: Yeah, why do you ask that?
Sales Person: Because I'm going to be out of my office the next thirty minutes showing another client a vehicle. Where are your offices? I'd like to drop by and introduce myself. I'm going to be right around the corner from there. If I have time, I may drop the information off to you myself. Either way, I am going to e-mail you all the information. Take a look at it and I'll get back with you BEFORE THE DAY IS OVER.

Scripting Service

Service Database Correction

VIN	Name	Old Address	New Address
KL4CJBSB8EB784776	Yvonne Fountain	754 COTTAGE GROVE AVE SOUTH BEND IN 466161202	445 S CARLISLE ST SOUTH BEND IN 466193316
5GAEV23788J217864	Thomas Franko	10295 QUEEN RD PLYMOUTH IN 465639455	10767 KNICKERBOCKER CT SAINT JOHN IN 463738859
1GTCS14WX28189434	David Frazier	1707 ASHLEY WOOD DR APT K WESTFIELD IN 460748674	1331 CHERRY ST NOBLESVILLE IN 460602906
1GKFK66U04J159896	John French	100 S WATER ST W FORT ATKINSON WI 535382021	48 BIRCH RUN AVE DENVILLE NJ 078349337
1G4HR54K02U186440	Sophia Fross	4259 E ARROWHEAD RD MONTICELLO IN 479607608	715 SPRUCE CT APT L MISHAWAKA IN 465452716
1G1NE52J73M540042	Christine Gard	721 CHIPPEWA TRL NILES MI 491203155	7145 SHORELINE DR DELTON MI 490466403
1G6KD57Y97U135649	Harry Gardner	117 SAGAMORE PKWY LA PORTE IN 463505284	1119 PERIWINKLE WAY UNIT 125 SANIBEL FL 339574710
		2645 N US HIGHWAY 31	1065 MARQUETTE RD

Monthly, an updated list will be generated with known address corrections.

It will be the BDC’s responsibility to make these corrections in the DMS.

A line entry will need to be made to verify this new address with the customer on the next communication with the customer.

The line entry will include the source and the address listed in the report.

Outbound Internet Sales Call-New

Hi, May I speak to (first and last name) please?

Hi Mr./Mrs./Ms. Last name) this is _____ with ____ (Dealership)____ and (lead provider). Is this a good time to talk?

Yes

I am calling to review your Internet Purchase Request. I see that you Had inquired about a (model) is that Correct?

No

Oh well I am sorry, when would be a better time to talk -set time, get more contact info (email, work #cell) -Log the call and follow up info

Yes

Excellent I also see that you were looking A (color) vehicle is that also correct? That is a great color! What would your Second color choice be?

No

(inquired about another vehicle)-No problem are you Looking for a (color) one?

←-----

I also see that you were looking for (Option) and (option) is that also correct?

Yes

Ok, let me check here... Great news! Both of those vehicles are definitely available!

No

What options would be important to you?

Let me ask you a question.. Have you ever purchased a vehicle on-line before?

Yes

What Dealership did you buy it from? What did you like about that experience? (Great we do that as well!) What did you not like about that experience (We would never)

No

What are you looking to accomplish by going to (lead provider) ? Add value-reinforce with Value package Besides (1st concern) what else is important to you (transition-second value statement)

Just so I understand you correctly, the two most important things I heard you say were ____ and ____ is that correct? Let me assure you those are some of the most basic things we do here! With that being said, this is what you can expect as a valued customer of (Delaership). We have created an amazing online value package to show our appreciation to our Internet Customers. So not only will you be able to make a purchase knowing that you are buying from a reputable Dealership that has been in business over 30 years. We also have some buyer rewards as well.

Outbound Internet Sales Call-New (Continued)

<VALUE PACKAGE>
As a thank-you for your purchase you will also receive free car washes on every service visit (if applicable) ALSO!

Of course we will make sure you have two sets of keys and a full tank of gas!

As an added bonus we will take care of your first oil change at no cost to you. And if you need to have work done that would take longer, we also offer a free loaner vehicle for your convenience.

You also will receive a superior level of service that continues well after your purchase. We will make sure that you fully understand your vehicle before you take it home, and we will be here should you ever have any questions or concerns.

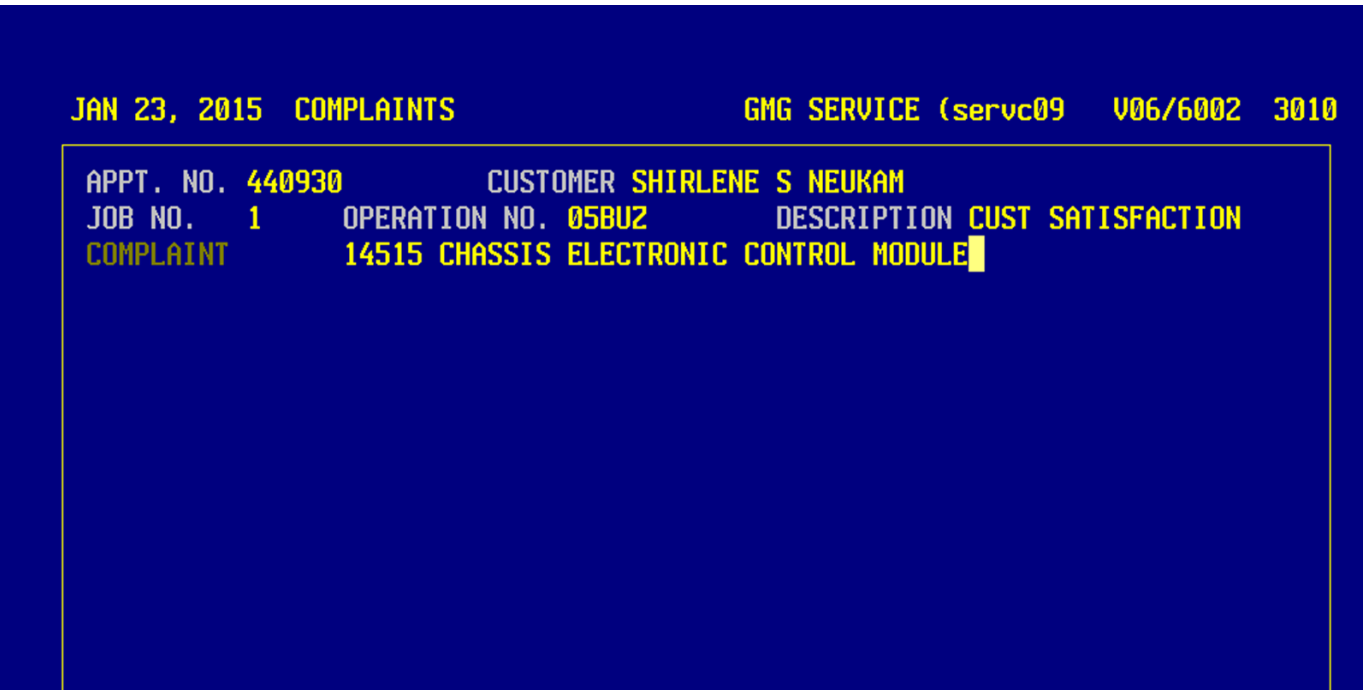
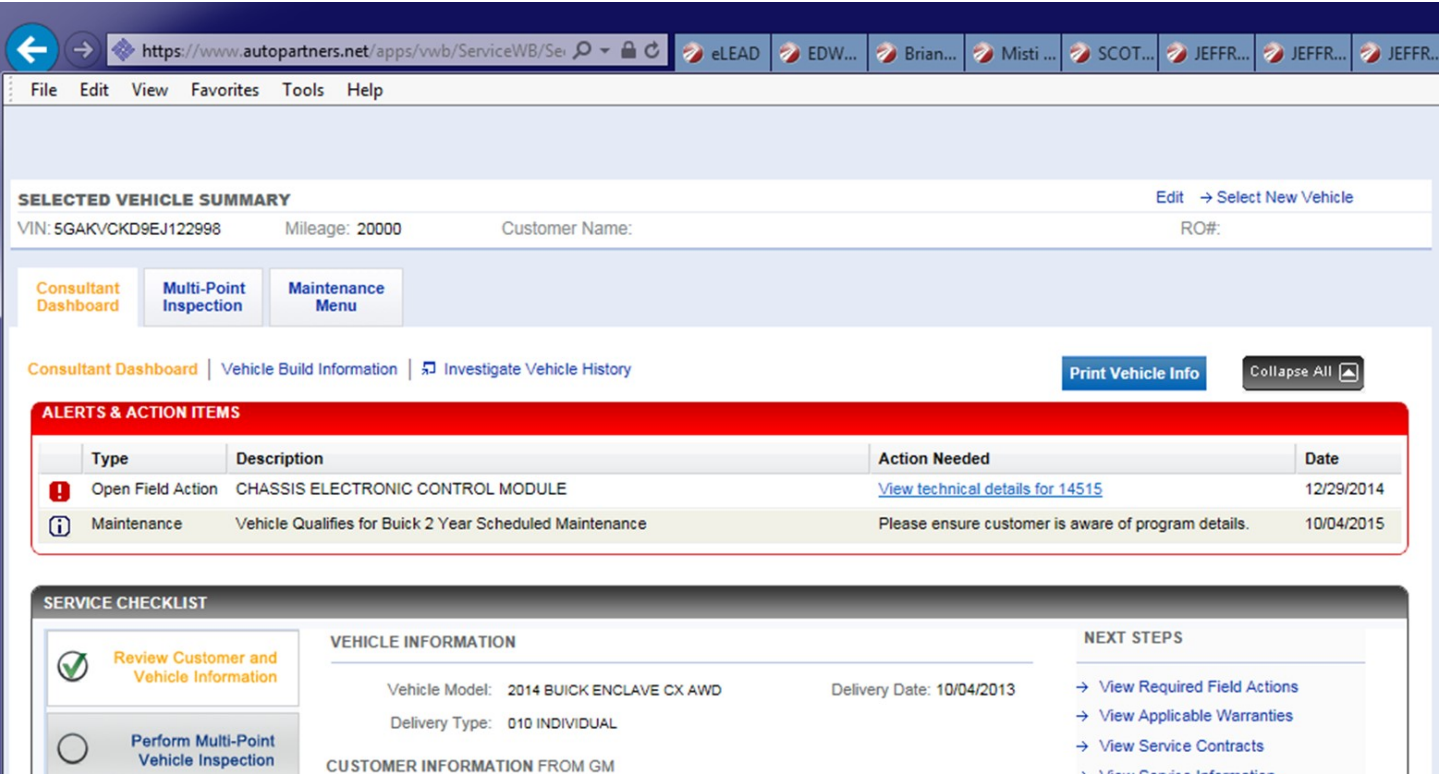
How does that sound?
What is the best time for you to come in, this afternoon (This evening/tomorrow morning) or this evening (tomorrow morning/tomorrow afternoon)?
What time would work best for you, we have an opening at __:15 or __:45)

When you arrive, just come right into the showroom and ask for _____. I will be expecting you.

If for any reason something were to come up and I would need to reschedule with you I will be certain to give you a call ok? Is the number that I called you on the best number to reach you? Great and let me make sure you have our number in case you are running late. That number is _____.

Thanks (First name), we look forward to seeing you (day) at (time).

Open Recalls and Campaigns will display in Red section “Alerts and Action Items”



Return to Reynolds and add the Recall as an added action item as a Complaint.

Copy the VIN number to ensure accuracy

JAN 23, 2015APPOINTMENTS

GMG SERVICE (servc09V06/60023010

CUSTOMER NO	372161	SERIAL NO	5GAKVCKD9EJ122998
NAME	SHIRLENE S NEUKAM	MAKE	BU BUICK
BUS. PHONE NO		YEAR	14
RES. PHONE NO	219-778-2861	MODEL	ENCLAVE
DEPT (S,B,P)	S SERVICE	LICENSE NO	
ADVISOR NO	1915 PAUL BACHTEL	STOCK NO	941880
MILEAGE	11110	LAST MILEAGE	9352
APPT./PROM. DATE	01/26/2015/ 01/26/2015	LAST RO DATE	12/30/2014
APPT./PROM. TIME	07:00am / 11:59pm		
ESTIMATE(P/L/T)	/ / 0.00		
	PICKUP /	TEAM CODE:	
COMMENT	CONFIRMED. JC		
JOB OPERATION	DESCRIPTION	CWI PR EST.TIME TECH	\$QUOTE
1 05BUZ	CUST SATISFACTION	W 10 0.6	0.00

1=CUST. 2=VEH 3=HIST 4=REC. SVC. 5=COMP 6=APPT. SCHED. 7=SHOP CAP 8=RTE SHEET
9=SVC.OP.DISP 10=APPT. LOG 11=EST 12=QUOTE 13=APPT. CNTRL 14=WE OWE
(E=ENTER) (CR=CONS REACH) (C=CHANGE) (A=ADD) (D=DELETE) (LINE#) (N=NOTE) (TAB)

https://www.autopartners.net/apps/vwb/ServiceWB/Se

etLEAD EDW... Brian... Misti... SCOT... JEFFR... JEFFR... JEFFR... Jason... TSD TSD... Pe... Google GM...

File Edit View Favorites Tools Help

ENTER VEHICLE AND CUSTOMER INFORMATION

Input Owner Last Name and VIN to display customer information from the GM system

VIN (Enter last 8 or 17 digits) *

Current Mileage *

Owner Last Name

RO #

Go

5GAKVCKD9EJ12299820000

Back To Home

Use Recall check in Global Connect, Paste the VIN and enter appropriate miles.
Click “GO”

Outbound Internet Sales Call-Used

Hi, May I speak to (first and last name) please?

Hi Mr./Mrs./Ms. Last name) this is _____ with (Dealership) and (lead provider). Is this a good time to talk?

Yes
I am calling to review your Internet Purchase Request. I see that you Had inquired about a (year) (model) is that Correct?

No
Oh well I am sorry, when would be a better time to talk
-set time, get more contact info (email, work #cell)
-Log the call and follow up info

Yes
Excellent And are you looking for just A (model) or a vehicle similar to that?

No
Ok, and are you looking for just a (model) or a vehicle Similar to that?

Just that one
Vehicle is available
That vehicle is definitely available!

One like it (price/model)
Excellent, well we have a lot of great options for you
We have literally hundreds of vehicles to choose from
In addition to this one. I am sure that we will have no problem finding the right one for you!

Let me ask you a question.. Have you ever purchased a vehicle on-line before?

Yes
What Dealership did you buy it from?
What did you like about that experience?
(Great we do that as well!)

No
What are you looking to accomplish by going to (lead provider) ?
Add value-reinforce with Value package
Besides (1st concern) what else is important to you
(transition-second value statement)

Just so I understand you correctly, the two most important things I heard you say were ____ and ____ is that correct?
Let me assure you those are some of the most basic things we do here!
With that being said, this is what you can expect as a valued customer of (Dealership). We have created an amazing online value package to show our appreciation to our Internet Customers. So not only will you be able to make a purchase knowing that you are buying from a reputable Dealership that has been in business over 30 years. We also have some buyer rewards as well.

Outbound Internet Sales Call-Used (Continued)

<VALUE PACKAGE>
As a thank-you for your purchase you will also receive free car washes on every service visit (if applicable) ALSO!

Of course we will make sure you have two sets of keys and a full tank of gas!

As an added bonus we will take care of your first oil change at no cost to you. And if you need to have work done that would take longer, we also offer a free loaner vehicle for your convenience.

You also will receive a superior level of service that continues well after your purchase. We will make sure that you fully understand your vehicle before you take it home, and we will be here should you ever have any questions or concerns.

How does that sound?
What is the best time for you to come in, this afternoon (This evening/tomorrow morning) or this evening (tomorrow morning/tomorrow afternoon)?
What time would work best for you, we have an opening at __:15 or __:45)

When you arrive, just come right into the showroom and ask for _____. I will be expecting you.

If for any reason something were to come up and I would need to reschedule with you I will be certain to give you a call ok? Is the number that I called you on the best number to reach you? Great and let me make sure you have our number in case you are running late. That number is _____.

Thanks (First name), we look forward to seeing you (day) at (time).

Log into Reynolds and go to screen 3010

Type in Customer’s name to view the scheduled appointment

JAN 23, 2015APPOINTMENTS

GMG SERVICE (servc09U06/60023010

1. LICENSE NO.

2. SERIAL NO.

3. LEASE NO.

4. STOCK NO.

5. CUSTOMER NAME

6. CUSTOMER NO.

7. PHONE NO.

8. MEMO PAD

9. SERVICE OP DISP

10. LTG INQUIRY

11. APPT CONTROL

12. APPT LOG

13. APPT DISPLAY

14. APPT TABLE

15. WEB-GENERATED

99. PREVIOUS MENU

SELECTION

ENTER CUSTOMER NAMESHIRLENE NEUKAM

JAN 23, 2015APPOINTMENTS XREF DISPLAY

GMG SERVICE (servc09U06/60023010

LN#CUSTOMER.NAME.....ADDRESS.....BUS.PHONE#....APP.DATE..APP.TM T

1SHIRLENE S NEUKAM6336 E BOOTJACK RD01/26/201507:00a S

219-778-2861 RES

(LINE#) 1

Select appropriate line number view detailed information.

Recall Check

Outbound Finance Lead Call

Hi, May I speak to (first and last name) please?

Hi Mr./Mrs./Ms. Last name) this is _____ with ____ (Dealership)____ and (lead provider). Is this a good time to talk?

Yes	No
Great! Our Finance Director asked me	Oh well I am sorry, when would be a better time to talk
To reach out to you as he/she had just	-set time, get more contact info (email, work #cell)
A couple of quick questions for you.	-Log the call and follow up info

First he/she was wanting to know what type of vehicle that you are looking for?

What is the best time for you to come in, this afternoon (This evening/tomorrow morning) or this evening (tomorrow morning/tomorrow afternoon)?

What time would work best for you, we have an opening at (__:15 or __:45)

When you arrive, just come right into the showroom and ask for _____. I will be expecting you.

If for any reason something were to come up and I would need to reschedule with you I will be certain to give you a call ok? Is the number that I called you on the best number to reach you? Great and let me make sure you have our number in case you are running late. That number is _____.

Thanks (First name), we look forward to seeing you (day) at (time).

Outbound Unsold Call

Hi, May I speak to (first and last name) please?

Hi Mr./Mrs./Ms. Last name) this is _____ with ____ (Dealership)____ and (lead provider). Is this a good time to talk?

Yes
Great! Our General Manager asked me
To reach out to you as he/she had just
A couple of quick questions for you.

No
Oh well I am sorry, when would be a better time to talk
-set time, get more contact info (email, work #cell)
-Log the call and follow up info

First he/she wanted to ask if your visit yesterday was successful in that you received the information that you were looking to obtain.

Yes
Excellent, and did you get a chance to meet
the Manager during your visit??

No
I am sorry to hear that, can you tell me about your visit please.

Then: Did you get a chance to meet the Manager during your visit?
No

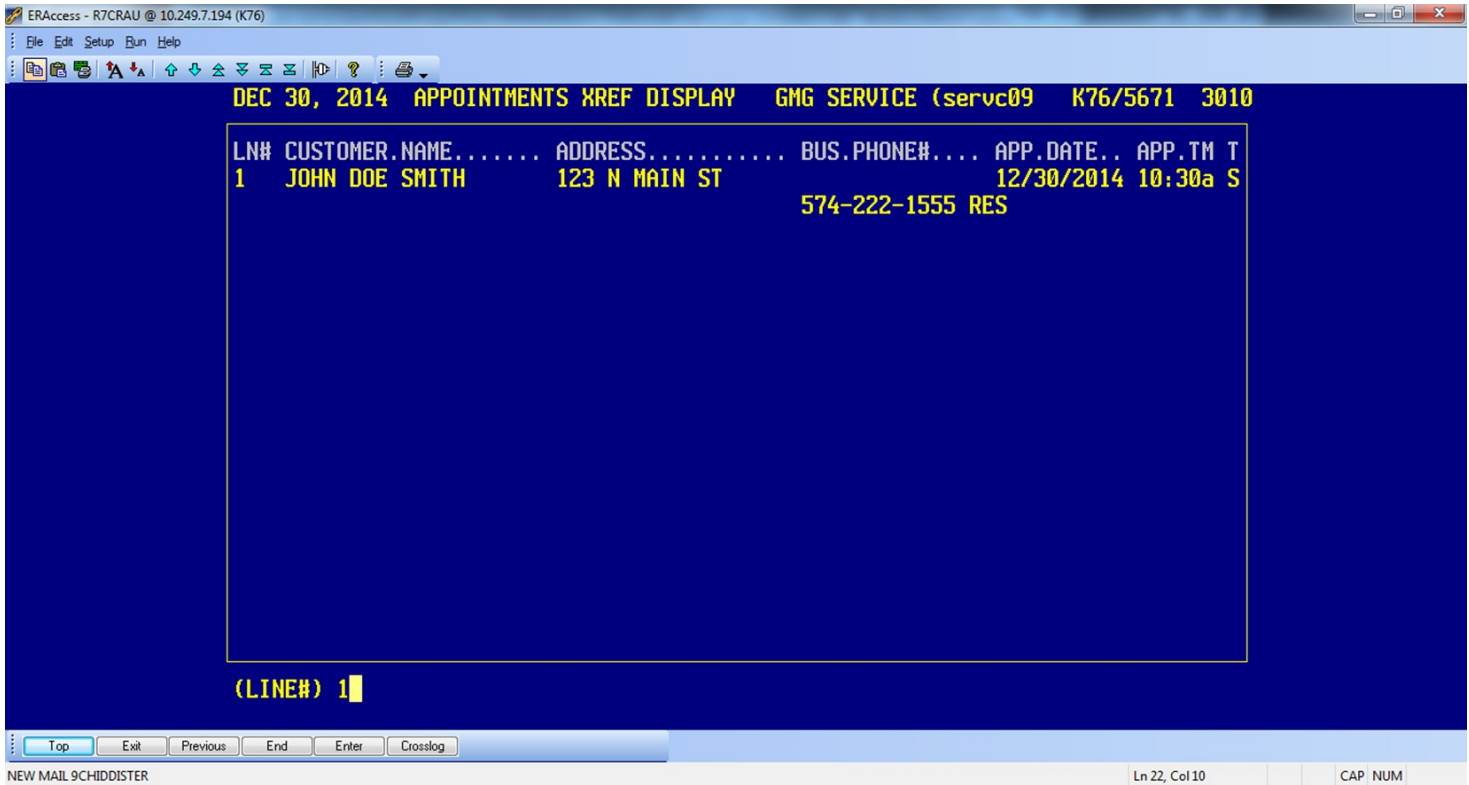
Great!
On a scale of 1-10 how close to making the purchase decision would you say that you are?

Less than 8
What additional information can we
provide to assist you with your decision?

8 or more
Great, it sounds like you have done your research, can we set up a
time for the General Manager to meet with you personally to work
out the final details?

Document notes, and offer solution.

Thanks for taking time with me on the phone, and know that if there is anything that I can do, you can feel free to reach out to me personally as well. Again my name is (name) and my number is (number) . Thanks again!



By typing any customer information (name, number, vin, etc) in either the appointment or reception screen will pull up the appointment.

Note that all inputs in the ERA system MUST be in all capital letter

Once pressed, a confirmation notice will appear to let you know the appointment is saved in the system.

After all information is input, type "E" and press enter to save the appointment.

Once pressed, a confirmation notice will appear to let you know the appointment is saved in the system.

Hi, May I speak to (first and last name) please?

Hi Mr./Mrs./Ms. Last name) this is _____ with ____ (Dealership)____ and (lead provider). Is this a good time to talk?

Yes	No
Great! Our General Manager asked me	Oh well I am sorry, when would be a better time to talk
To reach out to you as he/she had just	-set time, get more contact info (email, work #cell)
A couple of quick questions for you.	-Log the call and follow up info

First he/she wanted to thanks you for your business, and remind you that your first oil change is provided to you at no charge, when the time arrives.

<p>If FSA was sent</p> <p>I see that we scheduled your First Service Appointment has been scheduled for (date) and we will call you a few days prior just to remind you of the appointment.</p>	<p>If FSA was not sent</p> <p>We have scheduled that for you on (Date) which is four months from the date you purchased. I can adjust that if you know now that the date will not work for you. (adjust or keep)</p> <p>Of course we will call you prior just to remind you of the appointment.</p>
---	---

He also wanted me to ask if there were any items not handled, or questions that you have about your purchase.

Yes (Notate and relay to Manager after call!!) Ok, I will let (Manager or Salesperson) know so it can be addressed>	No Ok, if you do think of anything do not hesitate to reach out to (Salesperson) and if they are not available you can feel free to call me as well!
--	---

Before I let you go, I also wanted to let you know that you will be receiving a survey from General Motors soon. It is very important to (Salesperson) and the store if you could take time to fill it out completely and return it. Can I count on you to do that?

Thanks for taking time with me on the phone, and know that if there is anything that I can do, you can feel free to reach out to me personally as well. Again my name is (name) and my number is (number) . Thanks again!

Outbound No Show

Hi, May I speak to (first and last name) please?

Hi Mr./Mrs./Ms. Last name) this is _____ with ____ (Dealership)____ and (lead provider). Is this a good time to talk?

- Yes

Great! Our General Manager asked me To reach out to you as he/she had just A couple of quick questions for you.
- No

Oh well I am sorry, when would be a better time to talk

-set time, get more contact info (email, work #cell)

-Log the call and follow up info

I just wanted to see if you were able to make it in yesterday?

- Yes

Great! (Go to followup Call)
- No

I understand that things can come up, we do have a couple of openings yet today, what time would work best for you 3:15 or 4:45?

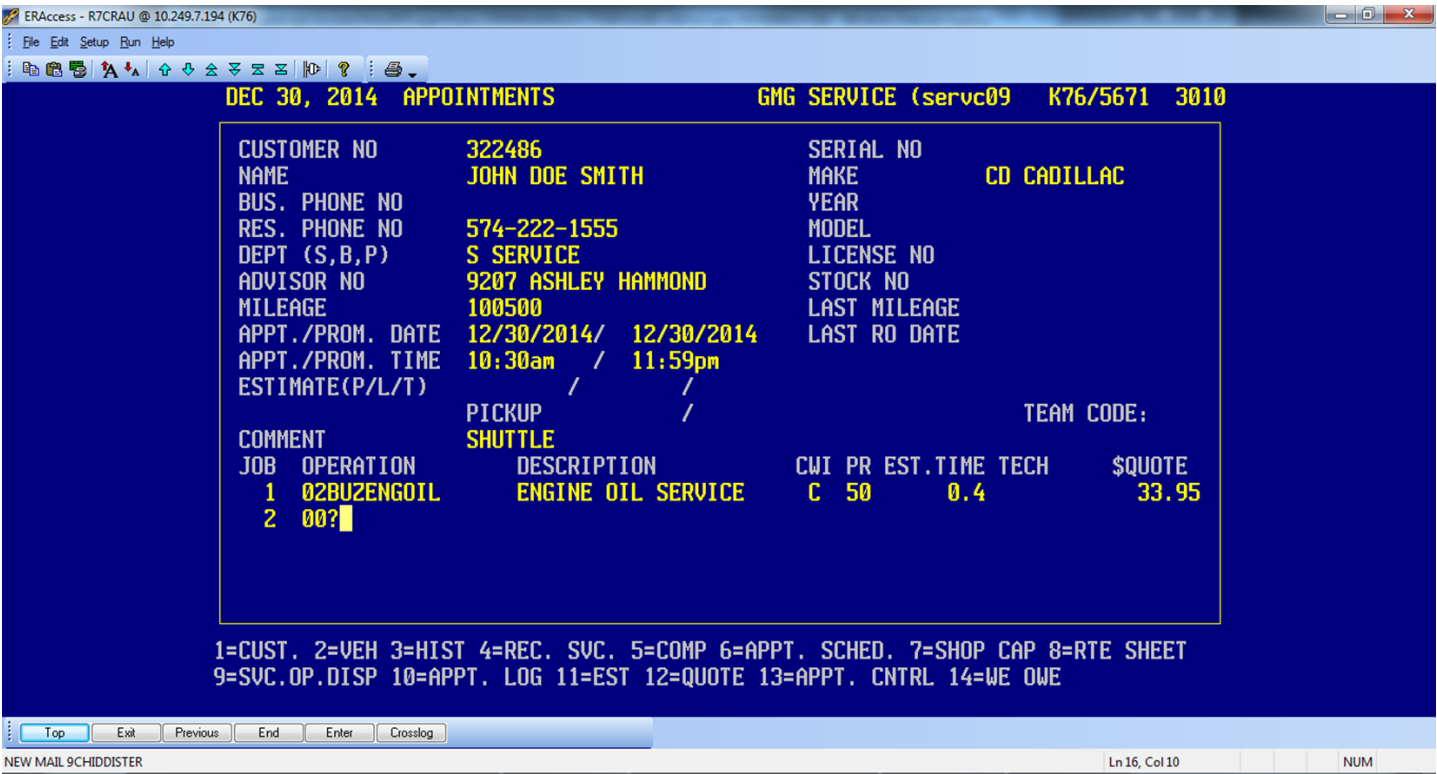
-Agree to appointment-Schedule and send confirmation

-Not sure when they can make it in: With your schedule in mind, would later this week, or the beginning of net be better for you? (Work into a tentative appointment, schedule and send confirmation)

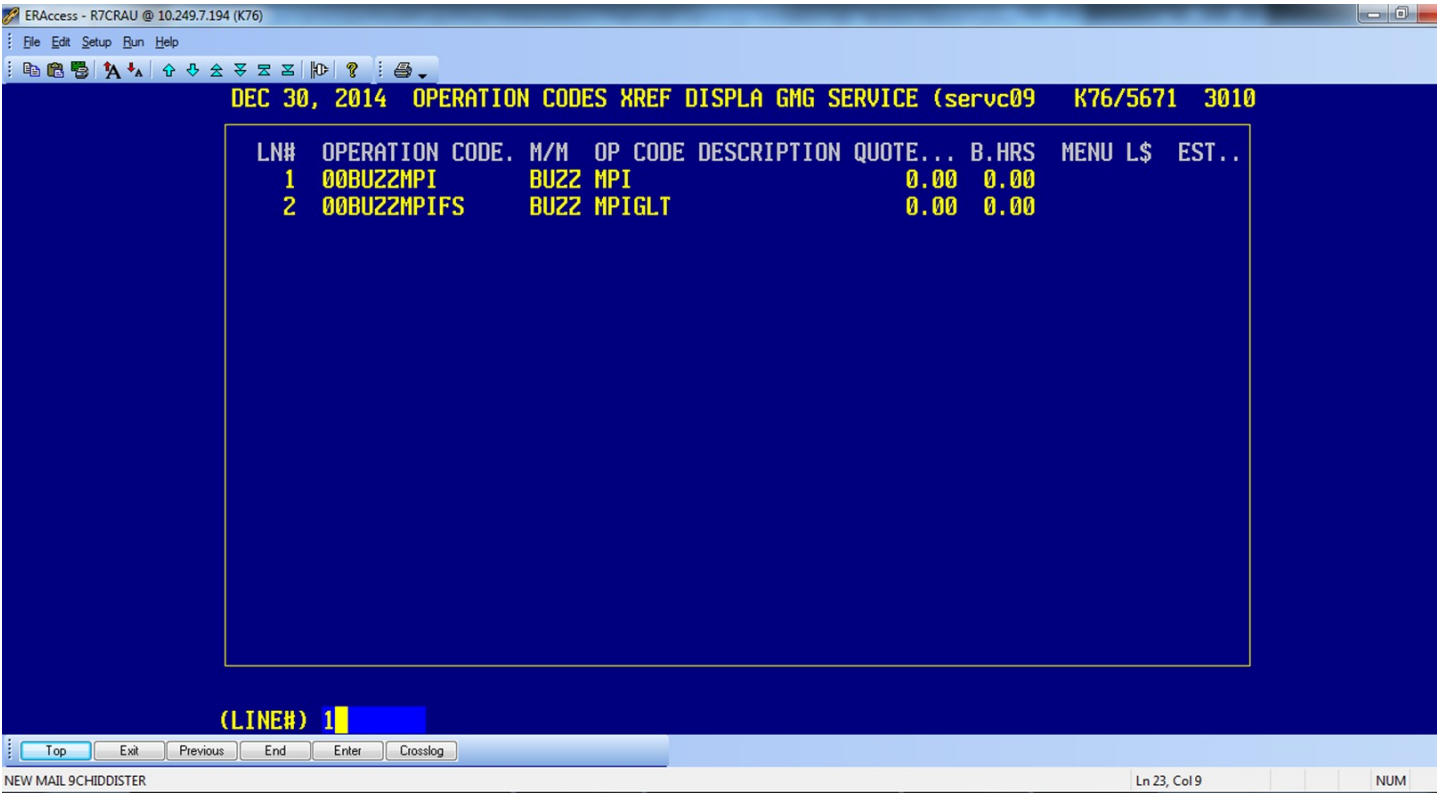
- Will not commit, or just needs to cancel-I understand, is there something that we are not considering that would better prepare you for an appointment with (Salesperson)?
- Or- Has something changed in your buying determination that we may not be aware of?
 - Or- Can you hold for just a moment, I have an idea! (Get manager or Salesperson T.O.)

I will send you some information here soon, can you verify with me the best email to send it to you at?

Thanks for taking time with me on the phone, and know that if there is anything that I can do, you can feel free to reach out to me personally as well. Again my name is (name) and my number is (number) . Thanks again!



After all service needs are input, add a Multi-Point Inspection at the end (MPI) by typing "00?" and pressing enter.



Select the first MPI and press enter.

After all service needs are input, add a Multi-Point Inspection at the end (MPI) by typing "00?" and pressing enter.

Press "C" to move forward in the menu, and "B" to go backwards in the menu. When the wanted service is found, type that number and press enter.

Hi, May I speak to (first and last name) please?

Hi Mr./Mrs./Ms. Last name) this is _____ with ____ (Dealership)____ and (lead provider). Is this a good time to talk?

Yes	No
Great! General Motors asked me	Oh well I am sorry, when would be a better time to talk
To reach out. There is a program that	-set time, get more contact info (email, work #cell)
was recently announced that involves you.	-Log the call and follow up info
Have you received the notice they sent to you?	

Yes	No
Great! When would be the best time to meet with you to go over the details, I have a couple of openings (give two options).	No problem, let me tell you about the details (explain offer) It is only offered to (number) of people in Northern Indiana.
	Have you considered upgrading your current vehicle?

Yes	No
Great, lets set a time for us to give you all of the information you need to make an informed decision. What would work best for you (give two time options) Schedule appointment, send reminder.	No problem, is there someone else in the family that you would be willing to share the offer with? (if yes, get contact info and ask for best time to call) Thank them and let them know we will keep them informed of future notices.

Thanks for taking time with me on the phone, and know that if there is anything that I can do, you can feel free to reach out to me personally as well. Again my name is (name) and my number is (number) . Thanks again!

Outbound Commercial Sales Call

Hi may I speak to the General Manager Please?

Why?
This is _____ From Gurley Leep of Mishawaka and General Motors asked me to contact you firm about an offer that they are extending to your company.

We do not have a GM
Can I speak to the fleet manager or person that procures your company vehicles then?

He/She is out of the office
When would be a good time to follow up with them?

CONTACTED:

Hi this is _____ From Gurley Leep of Mishawaka, is this a good time to talk?

Yes No

Great! I am calling to discuss Oh well I am sorry, when would be a better time to talk?
An offer that Manufacturer) is extending
to your company. Their records
indicate that your firm currently owns
a (Manufacturer)
vehicle because of your loyalty
they are offering an
enhanced incentive.

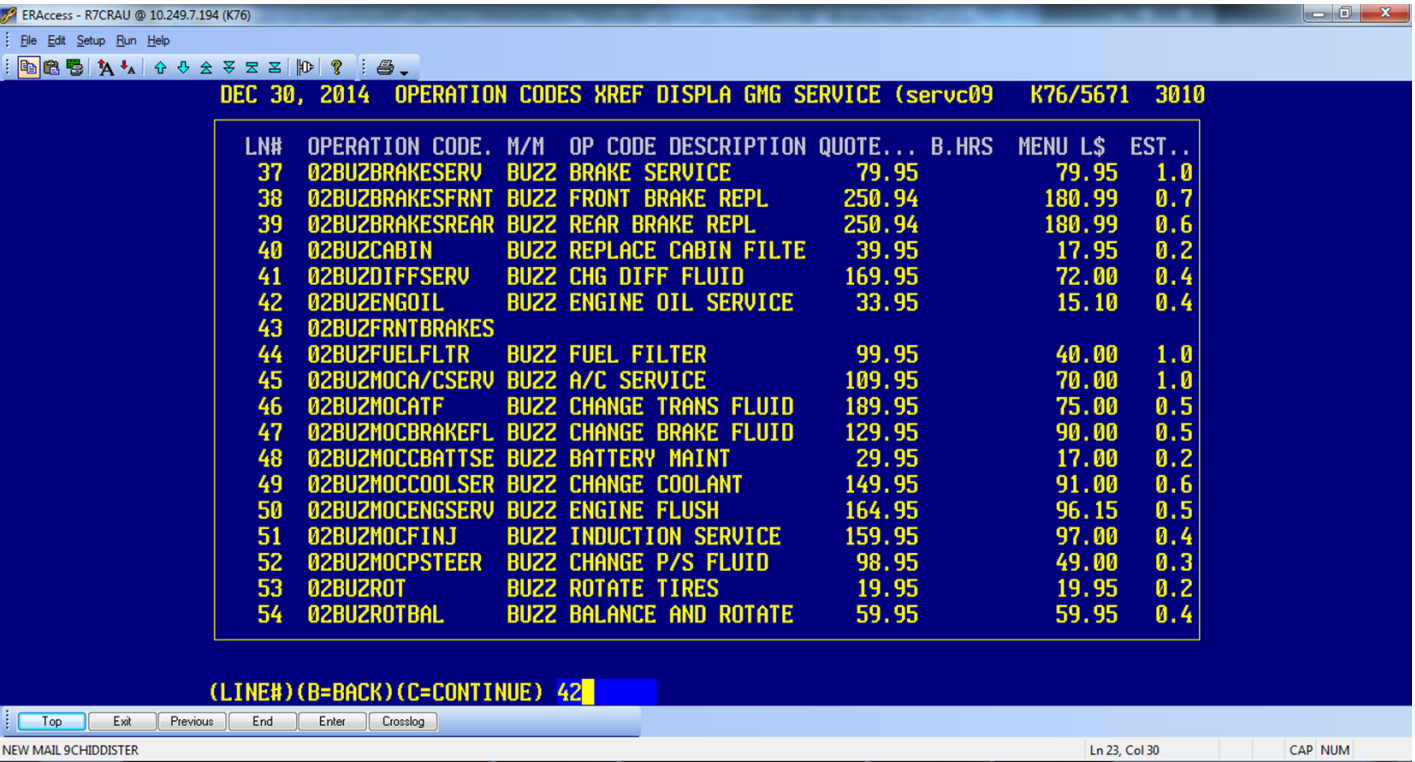
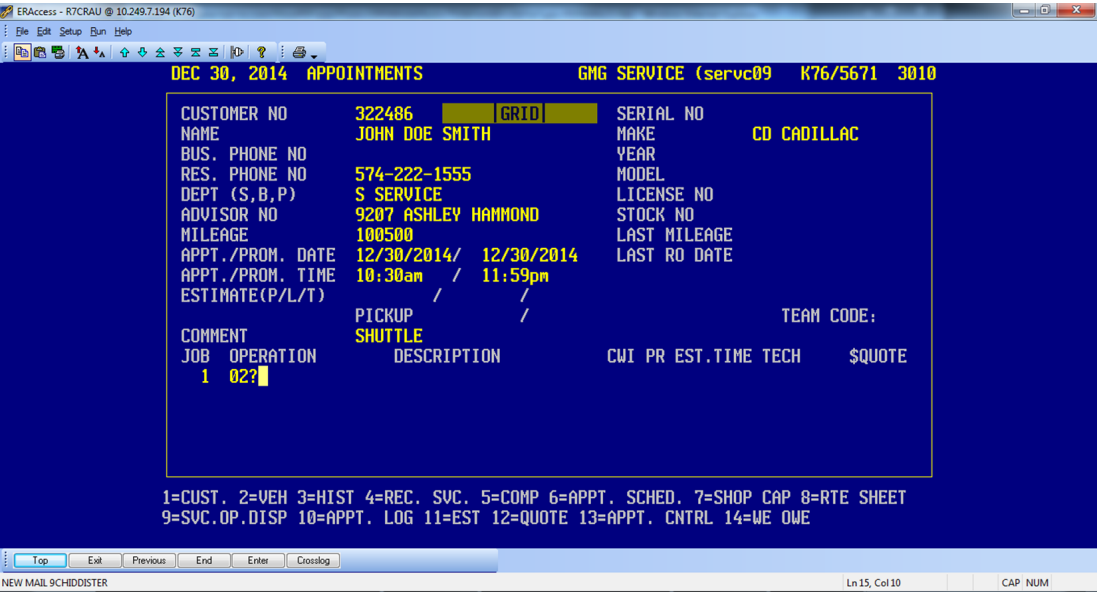
Are you currently looking to increase your fleet or replace a vehicle within it?

Yes No
Great, what kind of vehicle would
your business need? When do you think you will be ready to consider that as an option

That is a great choice! Is there any
special equipment it would need? Well if the need were to arise sooner, just keep in mind that there
is an additional \$ _____ on the table to help you with that
Purchase which is over and above all other incentives that are
being offered.
Thanks for time today and I hope to hear from you soon!

Sir/Madam, let me do this. I will
Have our Commercial Truck
Specialist get in touch with you.
Can I have them call you back yet
this morning/afternoon?
Great! Thanks so much for your
time! Have a great day!

Since this customer is look-
ing to perform general
maintenance (Op Code 02),
we will type in the base op-
eration code followed by a
"?" to select a sub opera-
tion.



Press "C" to move forward in the menu, and "B" to go backwards in the menu. When the wanted service is found, type that number and press enter.

Select vehicle or continue to
the appointment Screen
(Entry #6)

ERAccess - R7CRAU @ 10.249.7.194 (K76)

DEC 30, 2014 APPOINTMENTS GMG SERVICE (servc09 K76/5671 3010

CUSTOMER NO	322486	SERIAL NO	
NAME	JOHN DOE SMITH	MAKE	
BUS. PHONE NO		YEAR	
RES. PHONE NO	574-222-1555	MODEL	
DEPT (S,B,P)		LICENSE NO	
ADVISOR NO		STOCK NO	
MILEAGE		LAST MILEAGE	
APPT./PROM. DATE	/	LAST RO DATE	
APPT./PROM. TIME	/		
ESTIMATE(P/L/T)	PICKUP /	TEAM CODE:	
COMMENT			
JOB OPERATION	DESCRIPTION	CWI PR EST.TIME TECH	\$QUOTE

1=CUST. 2=VEH 3=HIST 4=REC. SVC. 5=COMP 6=APPT. SCHED. 7=SHOP CAP 8=RTE SHEET
9=SVC.OP.DISP 10=APPT. LOG 11=EST 12=QUOTE 13=APPT. CNTRL 14=WE OWE

Top Exit Previous End Enter Crosslog

NEW MAIL 9CHDDISTER Ln 6, Col 20 NUM

Service Retention Process

ERAccess - R7CRAU @ 10.249.7.194 (K76)

DEC 30, 2014 APPOINTMENTS GMG SERVICE (servc09 K76/5671 3010

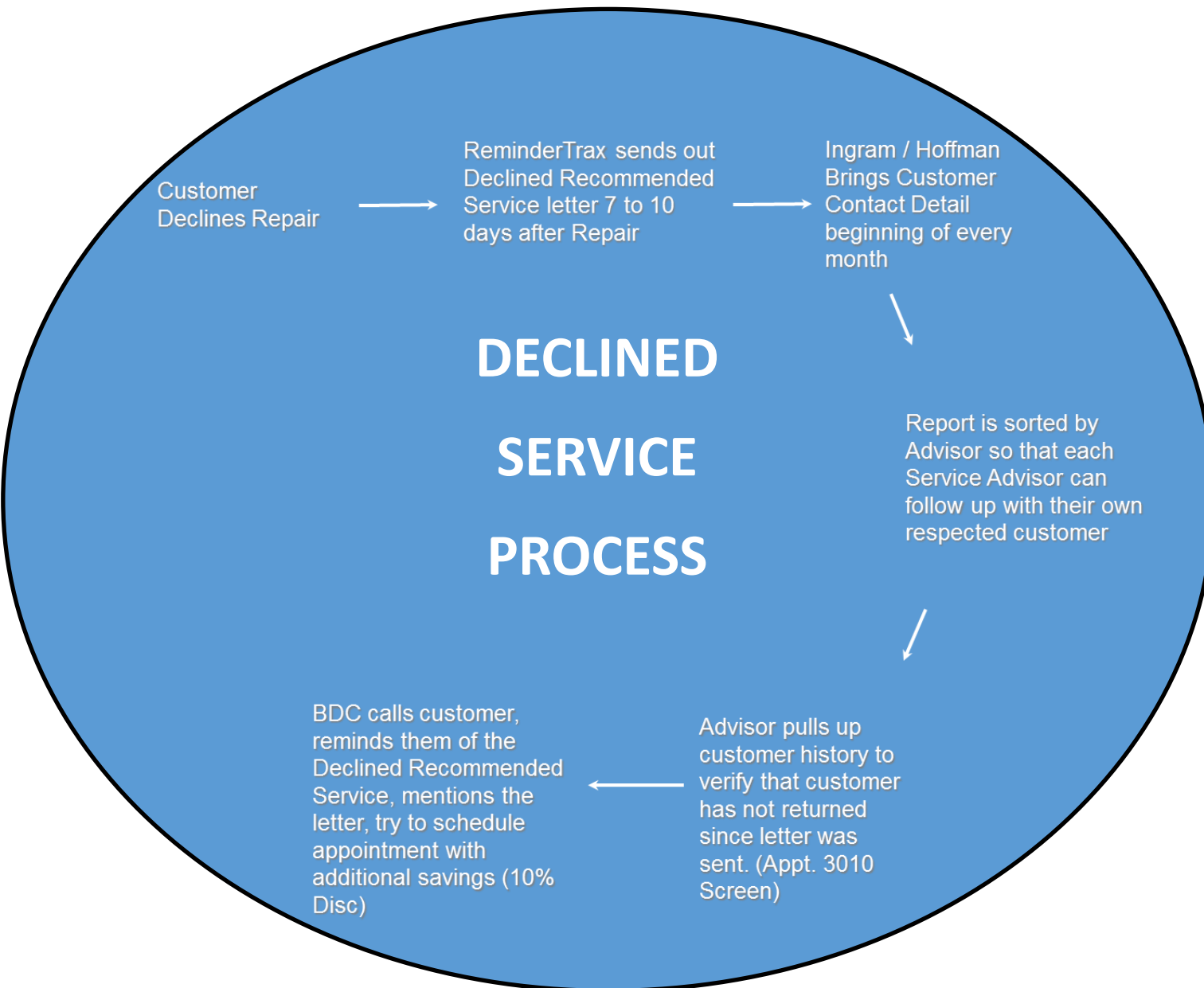
CUSTOMER NO	322486	GRID		SERIAL NO	
NAME	JOHN DOE SMITH			MAKE	CD CADILLAC
BUS. PHONE NO				YEAR	
RES. PHONE NO	574-222-1555			MODEL	
DEPT (S,B,P)	S SERVICE			LICENSE NO	
ADVISOR NO	9207 ASHLEY HAMMOND			STOCK NO	
MILEAGE	100500			LAST MILEAGE	
APPT./PROM. DATE	12/30/2014/	12/30/2014		LAST RO DATE	
APPT./PROM. TIME	10:30am /	11:59pm			
ESTIMATE(P/L/T)	/	/			
	PICKUP /			TEAM CODE:	
COMMENT	SHUTTLE				
JOB OPERATION	DESCRIPTION			CWI PR EST.TIME TECH	\$QUOTE
1					

1=CUST. 2=VEH 3=HIST 4=REC. SVC. 5=COMP 6=APPT. SCHED. 7=SHOP CAP 8=RTE SHEET
9=SVC.OP.DISP 10=APPT. LOG 11=EST 12=QUOTE 13=APPT. CNTRL 14=WE OWE

Top Exit Previous End Enter Crosslog

NEW MAIL 9CHDDISTER Ln 15, Col 7 CAP NUM

Once the appropriate information in logged, add the customer concern in the job operation menu. Press the "?" to bring up base operation codes if needed.



Enter Search parameters
(e.g. Phone Number)

ERAccess - R7CRAU @ 10.249.7.194 (K76)

DEC 30, 2014 APPOINTMENTS GMG SERVICE (servc09 K76/5671 3010)

1. LICENSE NO.	10. LTG INQUIRY
2. SERIAL NO.	11. APT CONTROL
3. LEASE NO.	12. APT LOG
4. STOCK NO.	13. APT DISPLAY
5. CUSTOMER NAME	14. APT TABLE
6. CUSTOMER NO.	15. WEB-GENERATED
7. PHONE NO.	99. PREVIOUS MENU
8. MEMO PAD	
9. SERVICE OP DISP	

SELECTION
ENTER CUSTOMER NAME JOHN SMITH

Top Exit Previous End Enter Crosslog

NEW MAIL 9CHIDDISER Ln 23, Col 33 CAP NUM

ERAccess - R7CRAU @ 10.249.7.194 (K76)

DEC 30, 2014 CUSTOMER XREF DISPLAY GMG SERVICE (servc09 K76/5671 3010)

LN#	NAME ID	NAME / OTHER NAME	ADDRESS / CITY, ST	PHONE	TYPE
1	322486	JOHN DOE SMITH	123 N MAIN ST SOUTH BEND, IN	222-1555	XXXXXX
2	20114432	JOHN SMITH		295-7667	SPXVXX
3	20107348	JOHN SMITH	54454 IRONWOOD RD SOUTH BEND, IN	272-6354	SXXVXX
4	20040828	JOHN SMITH	RR 1 BOX 91 BRIDGEPORT, IL	885-7106	XXXXXX
5	20040038	JOHN SMITH	4325 IRISH HILLS DR SOUTH BEND, IN	299-1902	XXXXXX
6	20039511	JOHN SMITH	2513 STEVENS AVE ELKHART, IN	389-9320	XXXXXX
7	20031882	JOHN SMITH	8340 LAKE BURDEN CIR WINDERMERE, FL	546-4962	XXXXXX
8	20022350	JOHN SMITH			SXXVXX
9	2941191	JOHN SMITH	1800 GREENLEAF BLVD ELKHART, IN	226-0897	XXXXXX

(LINE#) (F=FORWARD) <RETURN> 1

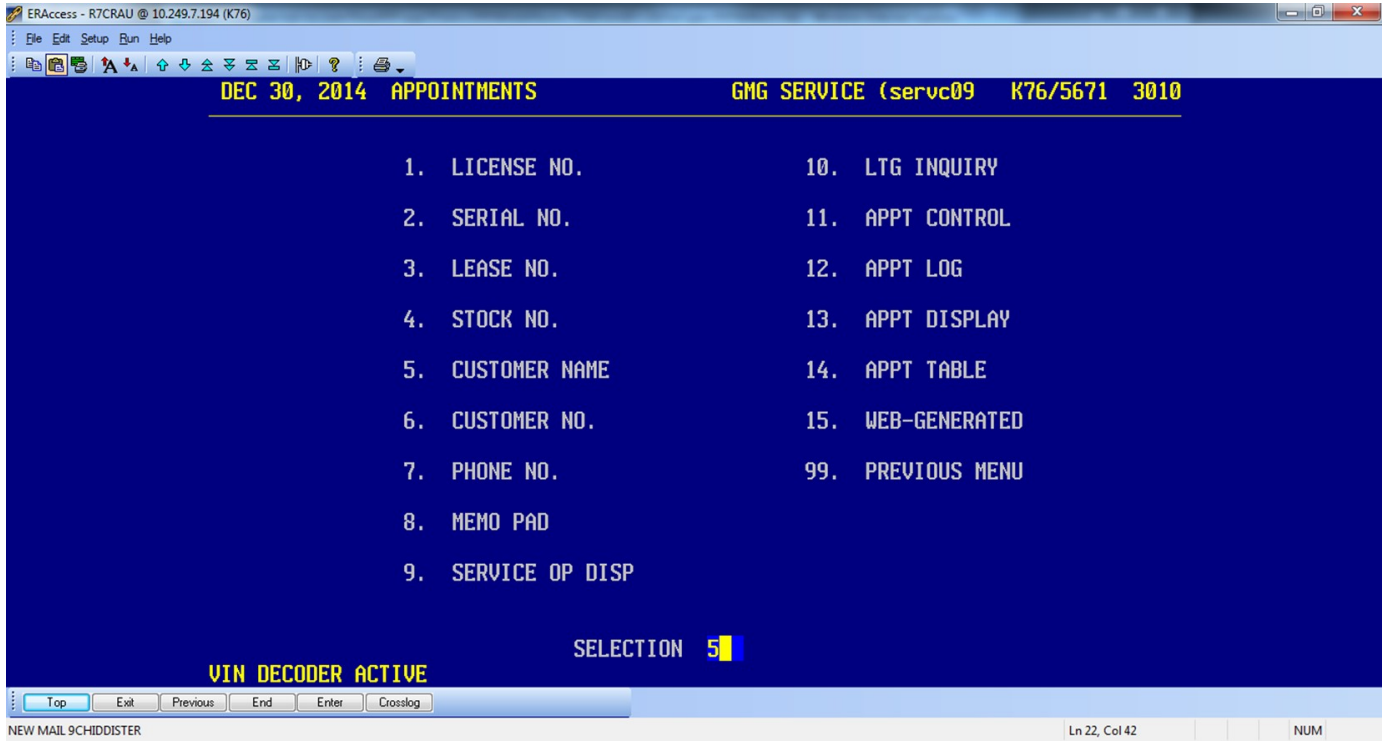
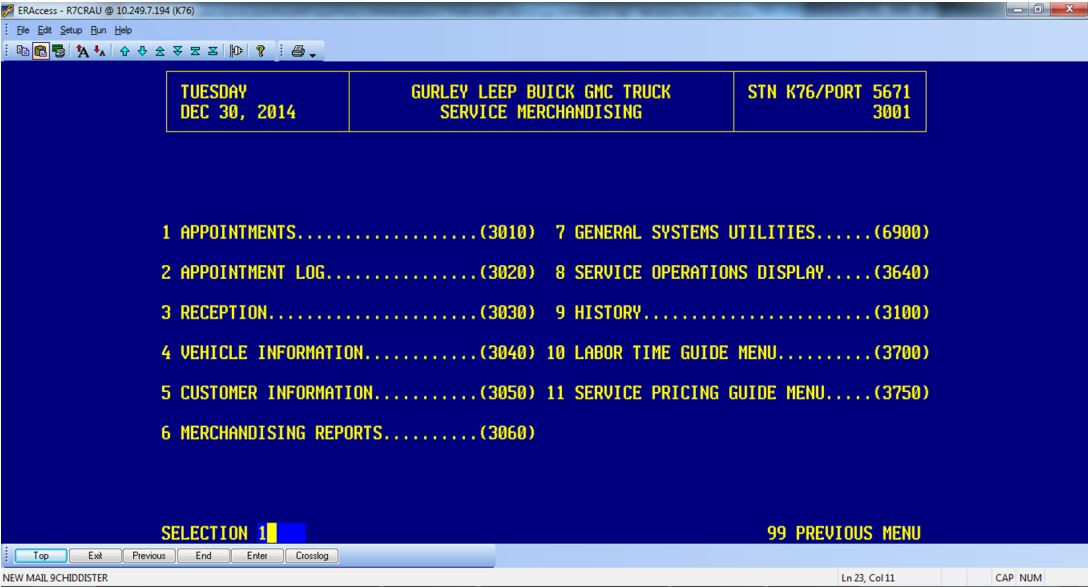
Top Exit Previous End Enter Crosslog

NEW MAIL 9CHIDDISER Ln 22, Col 29 NUM

Select appropriate line number based that coincides with the Client.

Log into Reynolds and go to screen 3001

Use Selection 1



Select appropriate line number based on the Search method you would like to use to find the customer's file (Usually #7)

Declined Service Letter

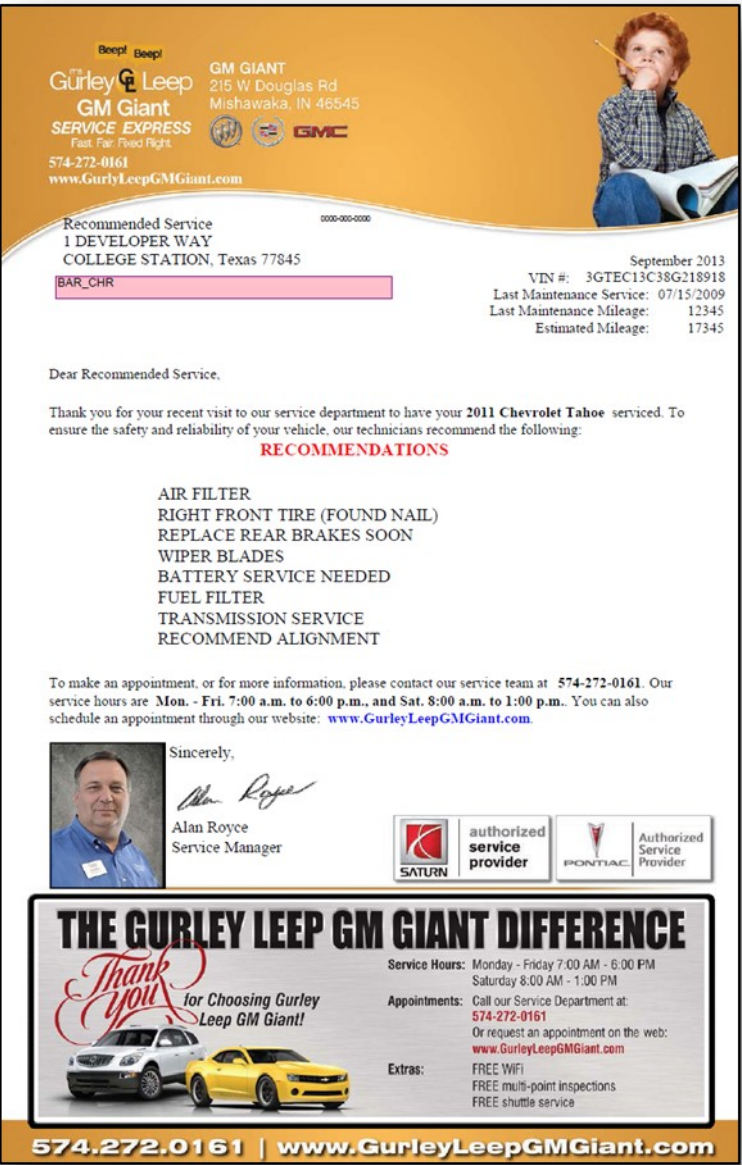
Sent 7 to 10 days after Repair Order is Closed

Sent From Advisor with Advisor Picture and Signature

Items pulled from Repair order comments not op codes

Reverse Side of Letter

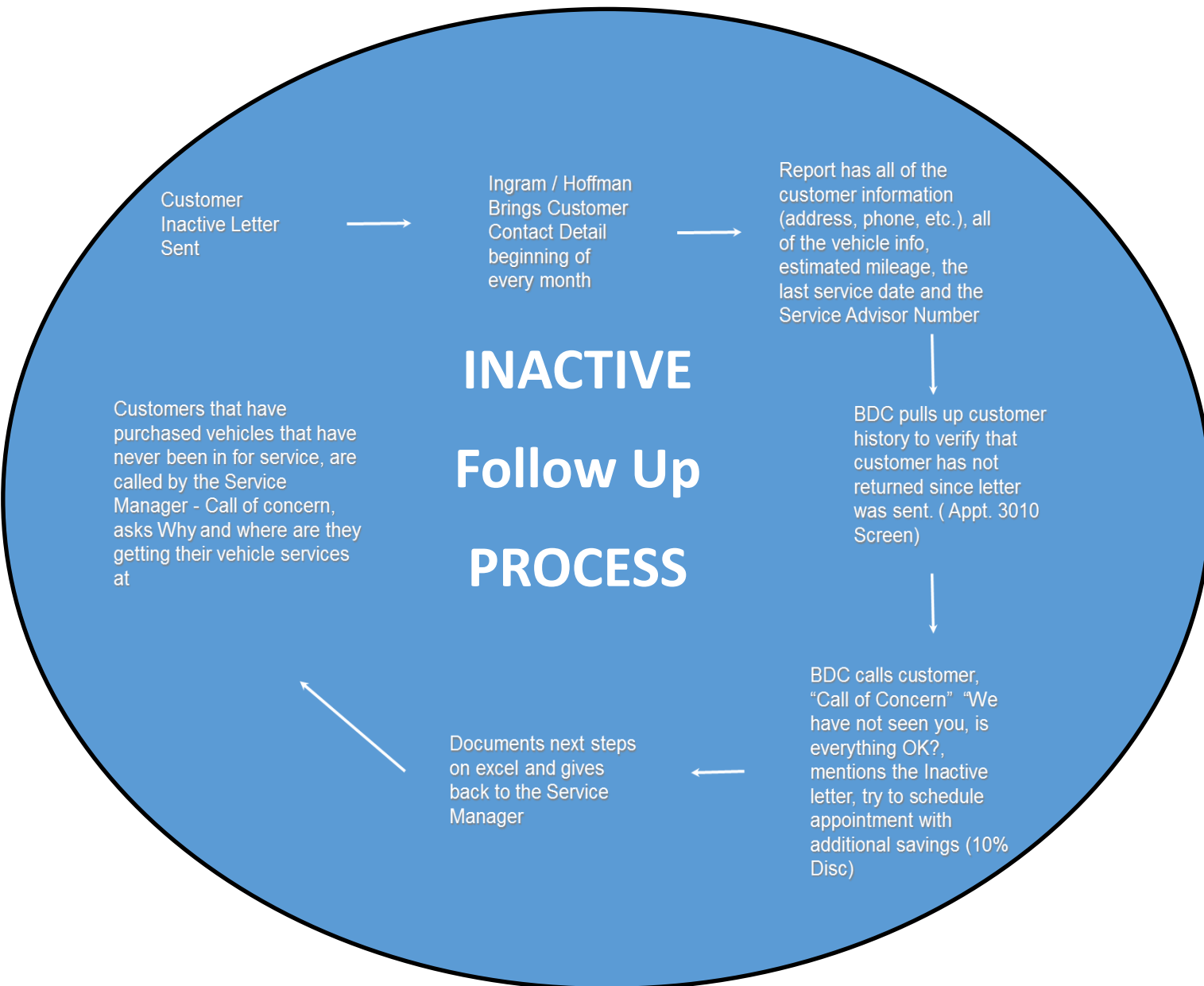
- Used to promote the Gurley Leep MOC Roadside Rescue program
- Can also include vehicle service history
- Pictures of Dealership Management
- Service Specials, Referral program, Tire promotion, accessories, etc.



List is brought in for sorting.

Advisor adds notations and gives to BDC

	A	B	C	D	E	F	G
1	Customer	Vehicle and Vin	Est. Mileage	Action	Last Service	Service Advisor ID	Notes / Next Steps
2	Angi Bonfiglio 3536 JEWELL AVE LANSING MI 48910 5174023092	2011 CR-V 5J6RE4H39BL052351	23034	Recommended Service	5/28/2013	20240	
3	Rebecca Brock 2028 ARBOR MEADOWS DR DEWITT MI 48820 5176688529	2002 Accord Sdn 1HGCG56402A164377	147337	Recommended Service	6/13/2013	20240	
4	Mark Brynick 13506 COTTONWOOD CT DEWITT MI 48820 5176696250	2008 Civic Cpe 2HGFG128XJH536025	185370	Recommended Service	6/13/2013	20240	
5	Carmen Cerino 4060 SPRINGER WAY APT 712 EAST LANSING MI 48823 5177557635	2011 Accord Cpe 1HGCS1B87BA012385	32965	Recommended Service	6/21/2013	20240	
6	Louise Cooley 2006 LAC DU MONT HASLETT MI 48840 5173394397	2007 CR-V JHLRE48347C019600	40569	Recommended Service	6/15/2013	20240	
	Julius Cord						



Appointment Entry

Service Leads-Website

Service Lead-Website				
Day	Call	Email	Template Name	Assignment
1	X	X	SW1	ISM
2		X	SW2	Primary
3	X			Primary
4		X		Primary
5	X			Primary
6		X		Primary
7	X			Primary
7		X	SW7	ISM
9	X	X		Primary
11		X	SW11	Primary
13	X			Primary
15		X	SW15	Primary
GOES TO LTF WORKFLOW AFTER COMPLETION				

Beep! Beep!
Gurley Leep GM Giant
215 W Douglas Road Mishawaka, IN 46545 (574) 272-0161

New Cars Used Cars Finance Service Parts Body Shop
Sales: (574) 272-0161 follow us

Hi <{CustFirstName}>


We recently received your request to schedule service on your vehicle. We will be in touch with you soon to verify the information that we have received, and to determine if you will need any accommodations when you arrive. (Such as to use our courtesy shuttle)

Your friends at Gurley Leep GM Giant, are here to assist you by establishing a time, within your schedule, to take care of the above items. In addition, we will complete a full inspection on your vehicle to help determine if there is anything else that may affect it's value, performance, or most importantly, your family's safety.

You may also give us a call at **(574) 272-0161** so we can schedule a time that will be convenient for you. If you would prefer you may also just email me by reply to set things up on your behalf. Remember that we do offer free shuttle service, convenient drop off, and a very comfortable waiting area if you would prefer to wait on the service. Also, be sure to check our most recent service specials ([Click here](#)) for money saving discounts that are available and that may be recommended by General Motors as well.

Thanks again from everyone here at Gurley Leep, and we look forward to seeing you soon!

Sincerely,



Alan Royce
Service Manager

Gurley Leep GM Giant
215 W. Douglas Road
Mishawaka, IN 46545
([Click here for Directions](#))
(574) 272-0161

Gurley Leep GM Giant Service
215 W Douglas Road | Mishawaka, IN | 46545
Phone: (574) 272-0161

When a new websitelead is generated, the Service BDC will use template SW1 and adjust it to display the correct alert item, depending on the content of the lead.

The BDC will then call the customer following the script provided for Service leads.

Follow up will continue for 15 days and then follow the LTF workflow.



Postcards are sent to customers
Based on Driving Habits not Time
Also identifies Sold Customers
Comes "From" Service Advisor

Dear Final Cycle Inactive,

According to our service files, it's been quite some time since we have seen your **2011 Chevrolet Tahoe** for maintenance. We would like to take this opportunity to re-introduce you to our service department and extend a welcome invitation to bring your vehicle in for any of your automotive needs.

"Let's Get Re-Acquainted" Special Offer

To make an appointment, or for more information, please contact us at **574-272-0161**. You can also visit us and make an appointment online at www.GurleyLeepGMGiant.com. Our service hours are **Monday through Friday from 7:00 a.m. to 6:00 p.m., and Saturday from 8:00 a.m. to 1:00 p.m.** We look forward to assisting you with all your automotive needs.

Alan Royce, Service Manager

RECEIVE \$20⁰⁰ OFF YOUR NEXT SERVICE VISIT

Estimated Mileage: 17345

Final Cycle Inactive
1 DEVELOPER WAY
COLLEGE STATION, Texas 77845

BAR_CHR

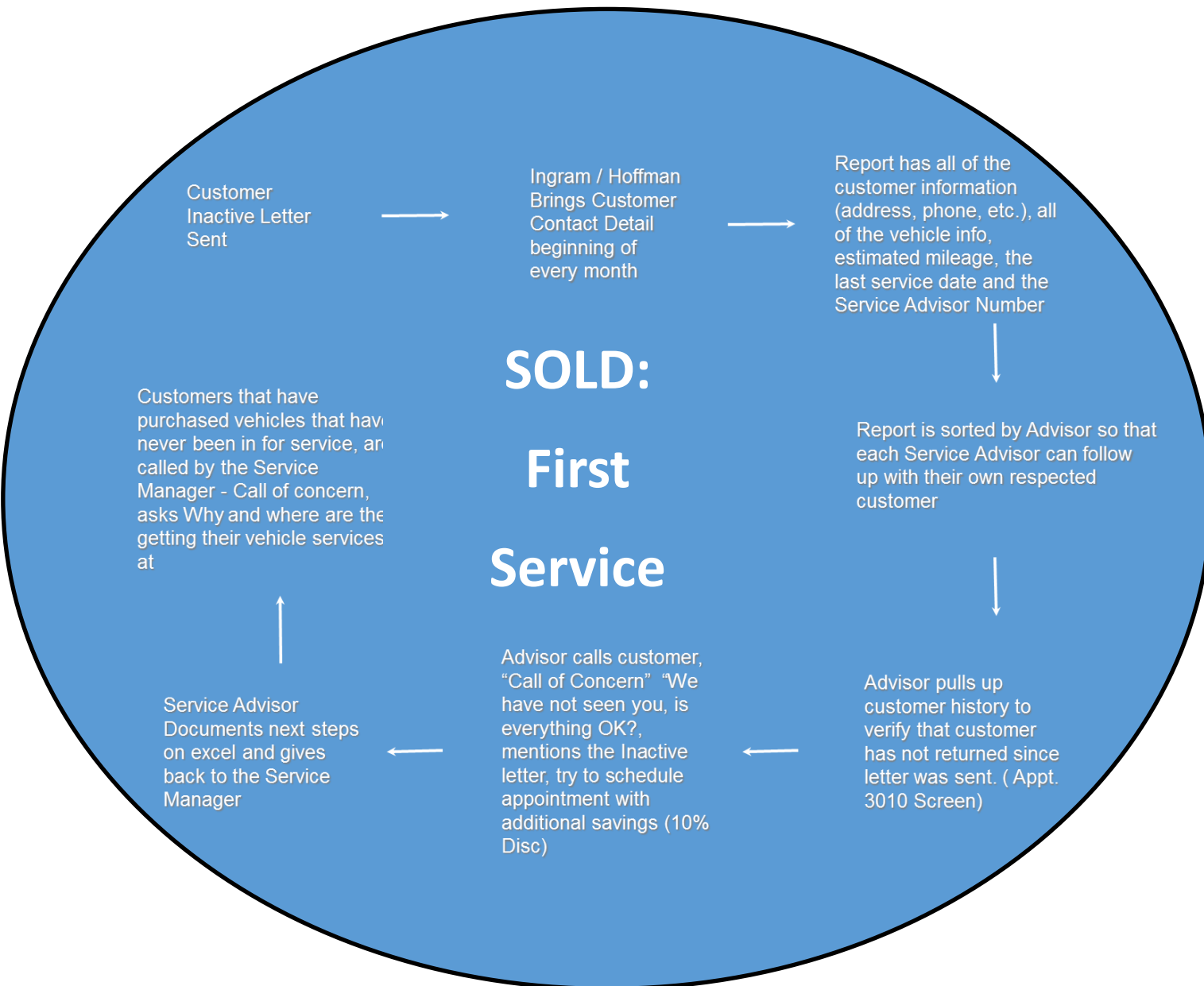
	A	B	C	D	E	F	G
1	Customer	Vehicle and Vin	Est. Mileage	Action	Last Service	Service Advisor ID	Notes / Next Steps
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	Mark Brynick 13506 COTTONWOOD CT DEWITT MI 48820 5176696250	2008 Civic Cpe 2HGFG1283XH536025	185370	Recommended Service	6/13/2013	20240	
	Carmen Cerino 4060 SPRINGER WAY APT 712 EAST LANSING MI 48823 5177557635	2011 Accord Cpe 1HGCS1B87BA012385	32965	Recommended Service	6/21/2013	20240	
	Louise Cooley 2006 LAC DU MONT HASLETT MI 48840 5173394397	2007 CR-V JHLRE48347C019600	40569	Recommended Service	6/15/2013	20240	
	Julius Cord						

June Declined Services June Inactive Customers

List is brought in for sorting.

Advisor adds notations and gives to BDC

Service Leads-OnStar

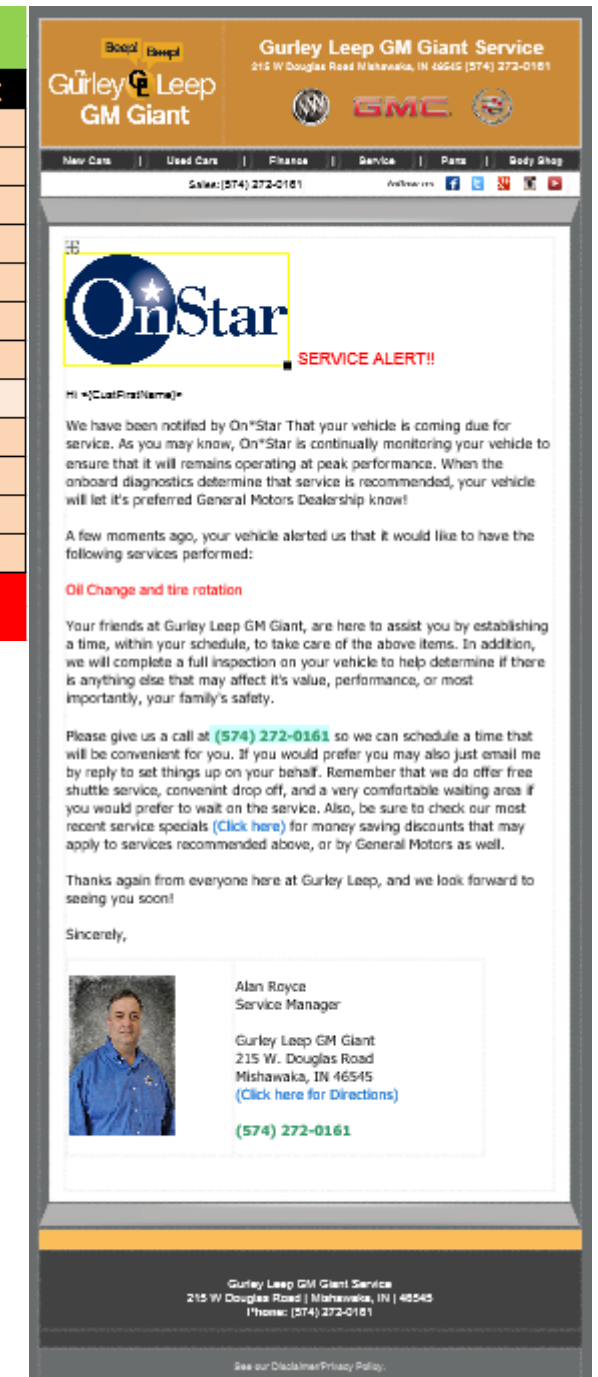


Service Lead-Onstar				
Day	Call	Email	Template Name	Assignment
1	X	X	ON1	ISM
2		X	ON2	Primary
3	X			Primary
4		X		Primary
5	X			Primary
6		X		Primary
7	X			Primary
7		X	ON7	ISM
9	X	X		Primary
11		X	ON9	Primary
13	X			Primary
15		X	ON15	Primary
GOES TO LTF WORKFLOW AFTER COMPLETION				

When a new OnStar lead is generated, the Service BDC will use template ON1 and adjust it to display the correct alert item, depending on the content of the lead.

The BDC will then call the customer following the script provided for OnStar leads.

Follow up will continue for 15 days and then follow the LTF workflow.



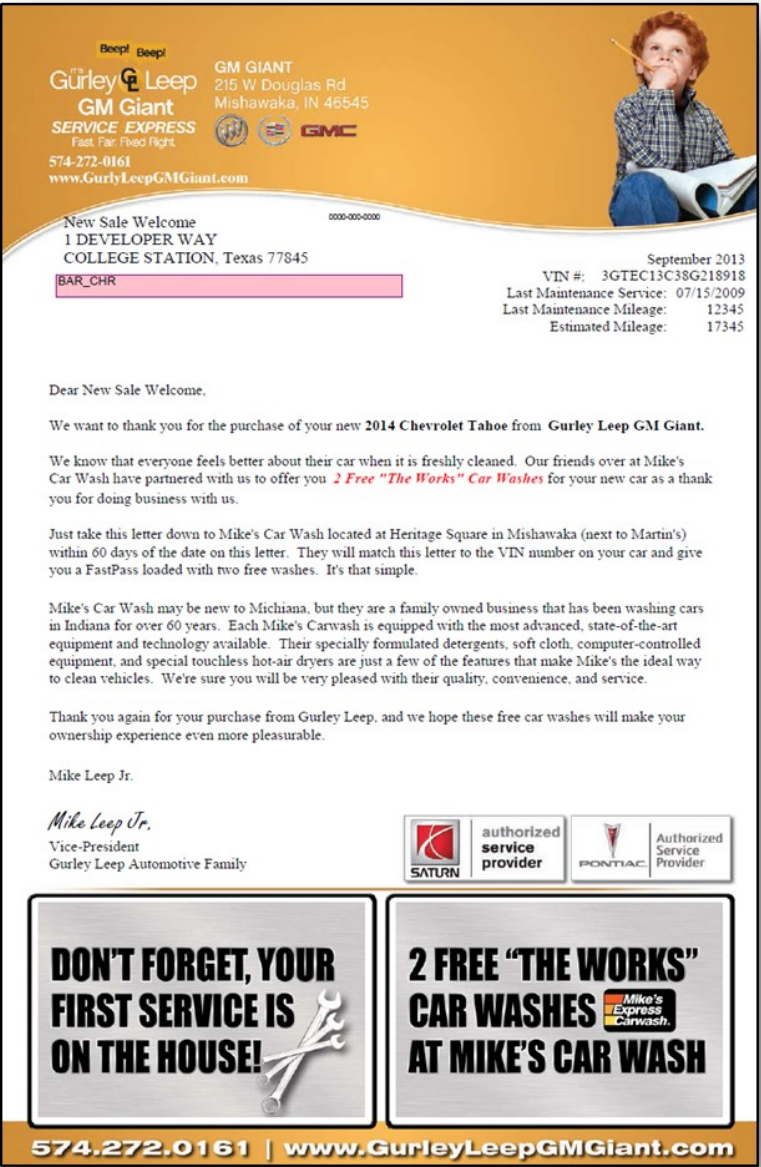
Service Leads

First Service Letter

- Sent 100 days after Purchase
- Sent From Advisor with Advisor Picture and Signature
- Includes Car Wash offerings

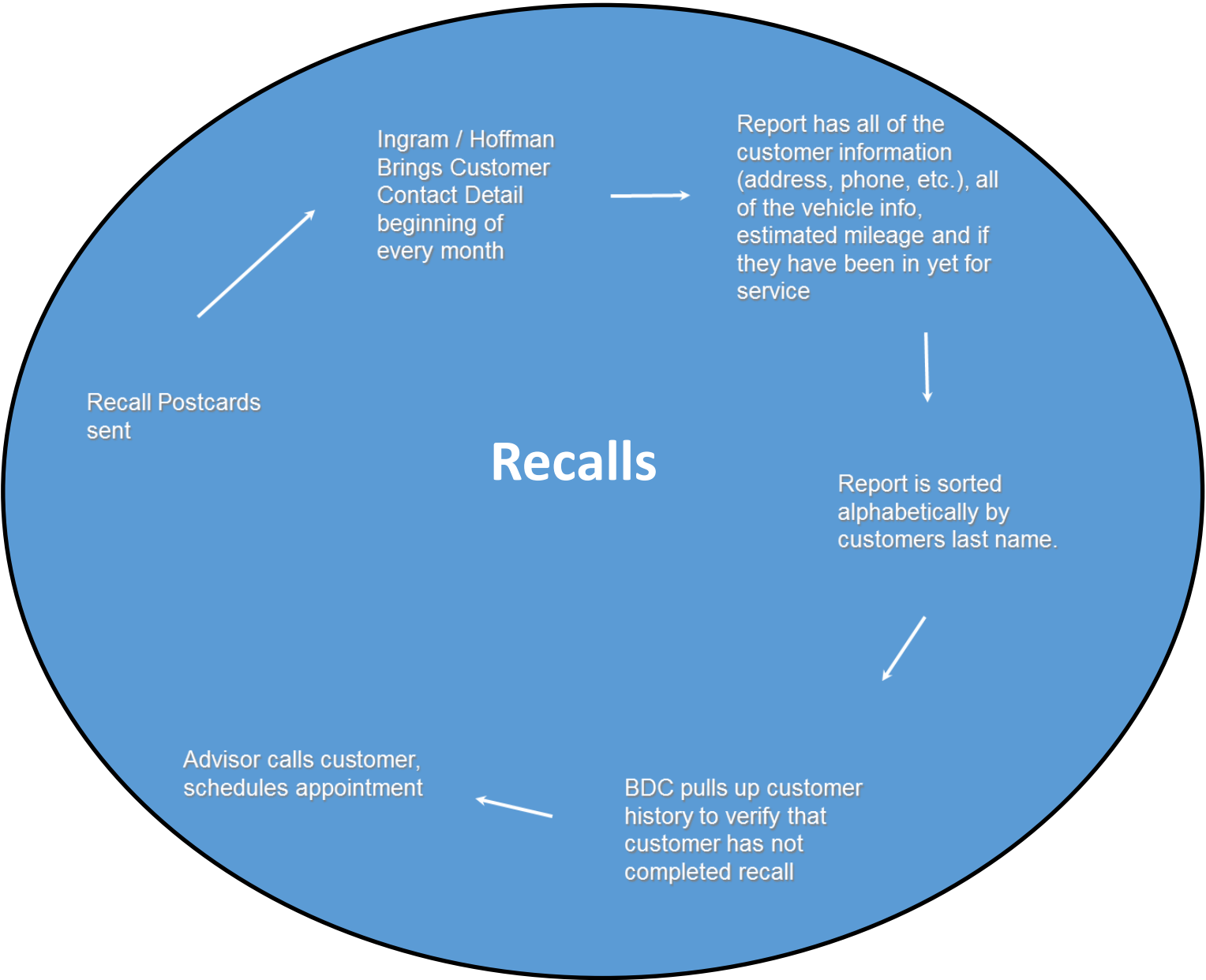
Reverse Side of Letter

- Used to promote the Gurley Leep MOC Roadside Rescue program
- Pictures of Dealership Management
- Service Specials, Referral program, Tire promotion, accessories, etc.



	A	B	C	D	E	F	G
1	Customer	Vehicle and Vin	Est. Mileage	Action	Last Service	Service Advisor ID	Notes / Next Steps
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6	Julius Cerd						

- List is brought in for sorting.
- Advisor adds notations and gives to BDC



Postcards are sent to customers in groups to prevent overloading of the Department Schedule



	A	B	C	D	E	F	G
1	Customer	Vehicle and Vin	Est. Mileage	Action	Last Service	Service Advisor ID	Notes / Next Steps
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6	Julius Cerd						

June Declined Services June Inactive Customers

List is brought in for sorting.
Advisor adds notations and gives to BDC