

Boost Your Sales Numbers

Key Objectives

Increase Sales Revenue in Pre-Owned & Consignment Categories. Follow up and Engage Customers individually. Discover missed opportunities.

Overview

Are you maximizing opportunities in your dealership? Today as a Dealer you are abundant with Used Inventory or in need of Used Inventory. In this segment you will have discovered three opportunities to generate sales and inventory. The Sold, Unsold, and For Sale by Owner.

Course of Action

Generate Customer List using CRM or available data from previous 6-12-18 months. Dedicate 20-40 minutes (or more) daily to Outbound Calls.

Sold Customer

- Follow Up
- Discover opportunity for Service, Upgrade, or Consignment
- Bring to the Future - Discover time horizon - Generate interest.

Unsold Customer

- Follow Up - 6-12-18 Months of Leads
- Showed Interest — No available Inventory.
- Bring to the future — Discover time horizon — Generate interest.

For Sale By Owner

- Knowledgeable of Market Conditions & Values
- Discover opportunity to Solve Problem
- Bring to the future - Done Boating?
- Upgrading? Buying New?



Sold Customer

Hello, This is _____ from _____.

Good Morning / Good Afternoon.

The Reason for the call is, it has been _____ since your last Service Visit. How is your boat running currently?

The Reason for the call is, it has been _____ since you purchased your boat. How has your experience been?

The Reason for the call is, we are currently experiencing a demand for boats like the _____ model.

To be sure I'm not wasting your time, do you still own the _____ model?

(Probe - Fact Find - Present Proposal or Appointment - Follow Up)

Unsold Customer

Hello, This is _____ from _____.

Good Morning / Good Afternoon.

The Reason for the call is you recently worked with _____ regarding a _____ Model.

To Be Sure I'm not wasting your time, do you currently own a boat?

Yes/No

(Probe - Fact Find - Present Proposal or Appointment - Follow Up)

For Sale By Owner

Hello, This is _____ from _____.

Good Morning / Good Afternoon.

The Reason for the call is you recently posted a _____ online.

To be sure I'm not wasting your time, do you still own the _____ model?

Yes / No

(Yes)

Excellent - We are currently experiencing a demand for _____ model boats. Other than yourself, who would be involved in making a decision on selling or consigning your _____ model?

(Probe - Fact Find - Present Proposal or Appointment - Follow Up)