**Incoming Sales Call – Phone Script**

Phone script for incoming sales calls.

Remember to always smile before you answer.

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| Greeting | Good (greet time). This is (Representative Name). How may I assist you?  If the caller hasn’t shared it already or you missed it…  Happy to help… may I please know who I’m speaking with?  Write it down! | Smiling face outline with solid fill |
| Goal #1  **Fully Answer Customer’s Questions** | Listen and ask questions for clarity of their question(s).  Notes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Remember to dig for FORMAT information:  **F**amily  **O**ccupation  **R**ecreation  **M**otivation  **A**nimals  **T**eam |
| Goal #2  **Ask for Contact Information** | (Customer Name) Is this phone number a good one to use, (XXX)-XXXX?  If no caller ID - May I please have your phone number?  Is it ok to text you?  So, I can send you (relevant information), may I please have your email address? | Have you earned the right to ask for the contact info?  **Benefit - Request**  So that I can send you more information… may I know your email address? |
| Goal #3  **Ask for an Appointment** | When is a good time to visit the showroom?  When is a good time to schedule a (Sea Trial/Demo/Test Drive)  This week or is the weekend better?  This weekend or is next week better?  Morning or afternoon?  “I’ll just drop by”  Not a problem. Because your time is important, the last thing I want to happen is for you to stop by dealership and have everyone busy helping other customers, can we set a tentative time you will be in, so we are better prepared?  Would that be morning or afternoon? | Date:  Time: |
| End Call | Thank you again for calling…  If you have any questions, please feel free to call me.  Or  I look forward to seeing you (Day) and (Time).  Ask yourself, “when is the best time for your next follow-up date and time?” | Enter phone call into CRM with notes  Send a follow-up email to thank the customer and provide your name and contact info.  Schedule next follow-up in CRM |