**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.OrI 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 notesSend a follow-up email to thank the customer and provide your name and contact info.Schedule next follow-up in CRM |