

INTRODUCTION SCRIPT

SELLING ON ENERGY, ENTHUSIASM & EXCITEMENT

In any business, we need to convince our customers to do business with us and our company before we try to sell them on a product or service.

We need to sell ourselves and our company before we sell our product or service.

Introduce yourself with a **BIG BOLD STATEMENT**. *"I work out of one of the biggest online auto groups in Western Canada. We have 2 dealerships between British Columbia and Alberta."*

We buy our vehicles in bulk, get tons of trade-ins from our franchise stores and we do more business with the banks than anyone else. What does that mean for you? Well that means we can get you better deals on vehicles and better financing options at banks compared to anyone else.

This is the one thing that you can say to a customer on your introductory phone call that is going to almost immediately make up their mind if they will give you the opportunity to earn their business. Consumers want to know three very important things when they are making a purchase:

- They are going to buy a good product (**QUALITY**)
- They are going to get a good deal (**INCENTIVE**)
- They are going to get good service (**CUSTOMER EXPERIENCE**)

The excitement, energy and enthusiasm needs to be through the roof during the entire sales timeline. It is very important to not let the process get anti-climatic in ANY way.

Greeting, Company and Personal Bio, Product Presentation, Number Presentation, Delivery, Post Purchase. Consumers don't buy cars every day. This isn't an everyday purchase. We need to keep this exciting and be careful with negative and anti-climatic behavior. Being a big purchase, when a consumer has too many negative buying triggers, they will mentally write off the purchase and ghost you.

Negative & Anti-Climatic Buying Triggers:

- Going too in depth about credit
- Agenda anxiety; talking too much and not letting them talk
- Avoiding questions and/or requests; pricing or options reports
- Not showing the right vehicle options based on vehicle investigation sheet
- Pitching a payment way over discussed budget discovery
- Disagreeing with customer
- Not showing enough trade value
- Talking about inflated prices or rates from the economy and supply shortages
- Bashing other companies, brands, businesses or people

INTRODUCTION SCRIPT

SALES TIMELINE

Well-Scripted Greeting

The greeting of an introductory sales call is the most important part of the phone call. This is where the customer decides immediately if they are going to even give you a shot at earning their business or not. This is typically your “elevator pitch”, you have 30 seconds to make an impact.

A properly executed well-scripted greeting has three components:

Confirmation of your prospect, Introduction of who you are and why you’re calling

“

- *Hello, may I please speak with John? Hello John, my name is Jimmy Hendrix. I'm a Sales & Finance Manager at [GetGoing] and I'm calling you regarding the form you filled out on our website last night!*

** It's important to be very passive at the beginning of the phone call, we are trying to get our foot in the door here. Consumers can get very “anxious” when someone approaches to sell something. You should be able to gauge the intent level of the customer by their response to your opening greeting line.

Be excited. Be confident. And follow up immediately with an open question to open them up a bit. After that, we move on with our big bold statement.

“

- *Hello, may I please speak with John?*
 - *This is John*
- *Hello John, my name is Jimmy Hendrix. I'm a sales & finance manager at [GetGoing] and I'm calling you regarding the form you filled out on our website last night!"*
 - *Oh, Yes*
- *I see here you're looking to possibly get into an SUV, what type of SUV are you looking for?*
 - *I'm looking for a 7 passenger SUV that can tow a small boat.*
- *Great! We can definitely help you out with that John. Before we get started, let me tell you a little bit about myself and our company. Again, my name is Jimmy Hendrix and I'm a sales & finance manager here at [GetGoing]. We are one of the BIGGEST auto groups in Canada. We have 13 dealerships with hundreds of vehicle options to choose from.*



- *What that means for you is I can get you a better deal on a vehicle and better financing options from a bank than anyone else.*
- *We buy our used vehicles in bulk, get tons of well kept trade-ins from our new franchise stores and do so much business with the banks we can pull strings that none of the smaller dealerships would even think is possible.*
- *Let me assure you John that you are in good hands with me for your vehicle shopping.*
- *We offer a very unique service online to our customers. First, we start off with a pre-approval.*
- *We will figure out how much money you qualify to borrow and what interest rate, we will shop around for the best terms for you based on your credit and income.*
- *Once we have the best pre-approval in place, we will send you vehicle options right to your phone based on what you're looking for and your budget.*
- *When we find a vehicle you love and you're happy with the price and payments, we will deliver it right to your house, just like a pizza.*
- *Once the vehicle arrives, you can take it for a drive, touch it, feel it, smell it. If it's not what you expected, we will take it back and go back to the drawing board. If you're happy with it, sign the paperwork and keep it! If you have a trade, we take it away! How does this sound John?*

If you have positive intent from your customer, you will proceed with an assumptive close on the credit application. And if you don't have positive intent, we will skip the credit application and move to vehicle needs assessment.



- *Great! So I'm going to go ahead and confirm all your information that you already submitted to us for the pre-approval, then we will talk more about exactly what you're looking for in a vehicle.*

> Credit Application

- Follow credit application process
- Collect SIN last
- Collect spouse, common-law or partners name and DOB

> Vehicle Needs Assessment

> Trade Assessment



- *John, I have everything I need now to get working for you. Please keep your phone nearby in case I missed anything, I'll call you back within 10 minutes if I did as I'm going to work on this right now.*
- *Since we are a commercial partner with all our lenders, our customers skip the line and get looked at right away. I'll have an answer within 1-2 hours.*
- *I need you to send me a few things after this phone call so I can bang this out right away, I'll text you from my direct line so you don't forget.*
 - *Picture of your driver's license or any other government photo ID*
 - *Picture of your status card front and back (if status)*
 - *Picture of your most recent paystub or forward the digital copy to me*
 - *Pictures of your trade-in, every angle, vin number and odometer included*
- *Send that off to me ASAP and I'll be able to work on this right away.*
- *Chat soon!*

INTRODUCTION SCRIPT (B2C)

GETTING YOU INTO YOUR PERFECT VEHICLE

A step-by-step instructions to help you navigate our extensive vehicle selection, financing options, and more. Let's get started!



- [Greeting]

- *Hey Jon! This is George calling from GetGoing — how's your day going so far?*

- [Warm Up & Rapport Building]

- *Good! I'm following up to the form you filled out on our website — thanks for reaching out! I understand your looking at getting into a [vehicle_type] — what exactly are you looking for?*

- [Introduce Authority & Build Trust]

- *Fantastic! Let me tell you a bit about myself and the company. Again my name is [name] and I'm a sales & finance representative here at GetGoing. We have two locations, one in Langley and one in Edmonton.*
 - *^ [customize this to your auto group]*
 - *We pride ourselves on offering an unbeatable selection. We have 300 brand new vehicles and another 300 pre-owned, and we also have access to a list of over 2,000 ex-leases and ex-rentals that gets updated every week covering every make and model you can imagine. Plus, we get well kept fresh trade-ins. No matter what you're looking for, we've got it.*
 - *If you've got a trade-in, we will pay you top dollar for it and even pay off your old loan.*
 - *We also deal with every bank under the sun, my job is to make sure you get the most competitive financing rates and terms to save you money.*

- [Transition to Needs Assessment]

- *So, let's get you into the driver's seat of the perfect car. I'm going to start by getting a bit of information from you to make sure we find the best options that fit your needs.*

- [Transition to Trade Assessment]

- *Do you have a vehicle you're looking to trade in? Great! Let me grab some details on that quickly to get you top dollar for it.*

- [Transition to Credit Application]

- *Now that we know what you're looking for and have your budget, I'll need to get working on a pre-approval. We always work backwards before we go forward. I need to know how much the banks are willing to lend you, what the rates are going to be and what the terms are, meaning how long they will lend the money out for.*



- [Set Up Next Steps]
 - *Great! Looks like we have everything now to get started. Once we've got everything sorted, I'll follow up with you to discuss the best vehicles for your needs and budget. I promise, we're going to make this process as smooth and exciting as possible.*

- [Reassure, Confirm & Close]
 - *Feel free to ask me any questions along the way—I'm here to help.*

 - *I'll need you to send me a picture of your driver's license, you can text it to me on this number or send it to my encrypted email [name]@getgoing.ca*

 - *Do you have your driver's license on you?*

 - *Great, can you send me a picture or email now?*

 - *Thanks! I'll be in touch soon as I hear back with our best financing approval in place. Bye!*

- [Remember: Enthusiasm is key!]
 - *Keep the energy high and make sure they know you're on their side, ready to help every step of the way. Let's close those deals! 🚗👊*

 - *Send your customer a text right away with your name, title and email.*

 - *Also send them a bullet point list of everything you need from them. The idea is to gain control right away of the process.*
 - *Drivers License*
 - *Trade Pictures*
 - *Status Card if applicable*

FAQS

FREQUENTLY ASKED QUESTIONS & OBJECTION REBUTTALS

If you run into one of these objections, chances are you haven't built enough rapport or done a good enough job on your introductory call and the client is using this rebuttal as a defense mechanism.

Remember, they filled out a 15 question credit application that takes on average 6 minutes to complete. These leads are also delivered in real-time, meaning they applied within seconds of you receiving the lead.



- **Customer: "I just wanted to look at inventory options"**

- *No problem! We have over 1,300 vehicles to choose from. I can simply send you a link to our website where you can endlessly browse if that's what you wish.*
- *The point of working with our sales team directly is we know every detail and the life story of every vehicle available.*
- *If you are looking to finance a vehicle, I can help you narrow down your search based on your monthly payment range and knowing what the vehicle would typically qualify for based on its year and mileage.*
- *If you are looking to pay cash for a vehicle, I can help find you the perfect vehicle then connect you directly with a sales manager and skip all the sales back and forth.*
- *Were you looking to pay cash or finance a vehicle?*



- **Customer: "I already bought a vehicle"**

- *Well congratulations are in order then! I wish I had the opportunity to show you how good our service is and how good of a deal we can get you with the promotions running right now.*
- *If you haven't already picked up your vehicle, you still have an opportunity to compare options with us and you might end up saving some money. If not, you just end up wasting a few minutes of your time!*
- *Did you already register and insure the vehicle that you bought*



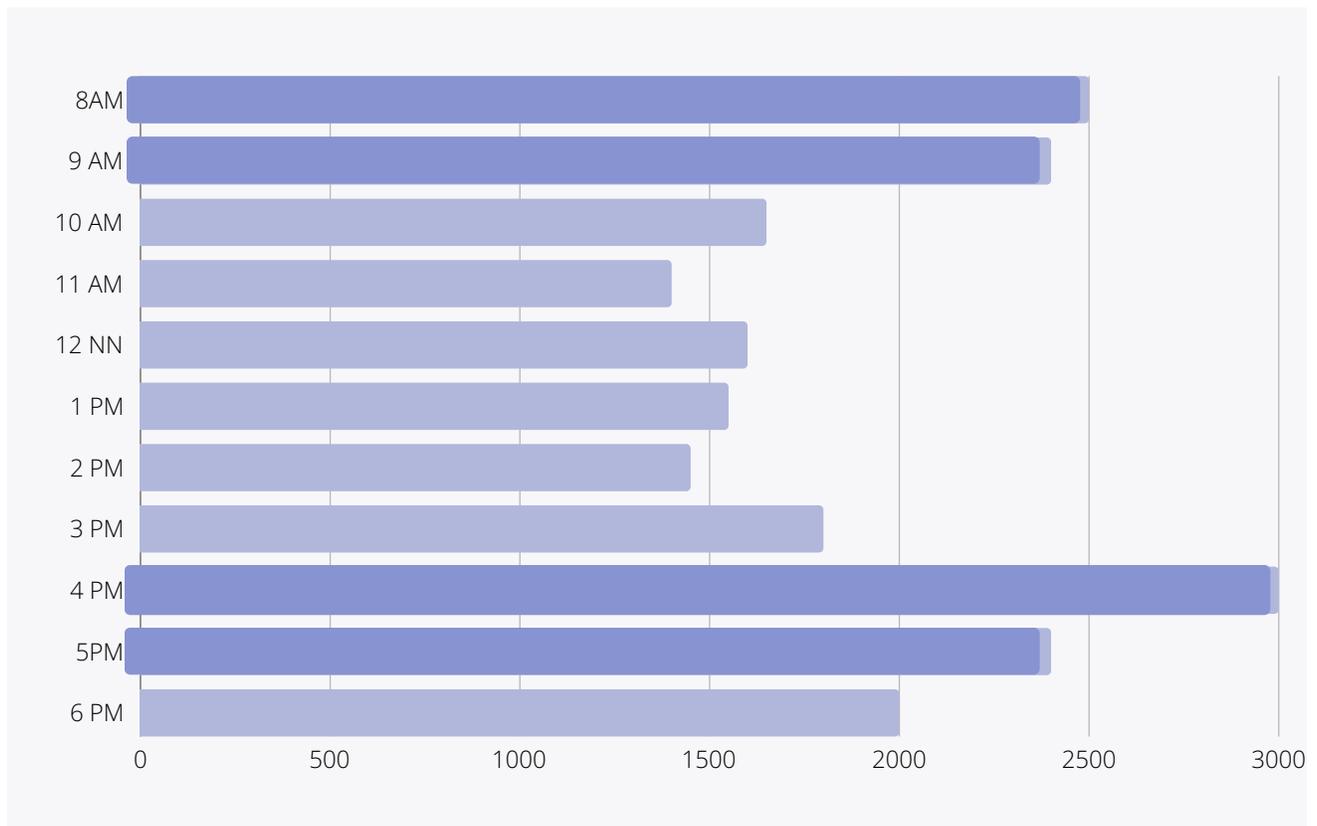
- Customer: "Do you have a website I can just look at?"
 - *Yes, actually, we have 13 different websites. I'm part of a giant auto group, each dealer is independently owned by a different managing partner.*
 - *Therefore, they don't have one uniform website as these are all different brands and franchises, they're all separate independent websites.*
 - *However, inventory on the good units moves extremely fast. You won't see the X leases or fresh trade-ins on there. Some of the inventory that we get doesn't even make it to the website, as there are 100+ other sales reps just like me with clients just like you looking for a very specific vehicle.*
 - *I also have access to an ex rental list which has over 300 units on it. We are partnered with enterprise, national and hertz.*
 - *The benefit of working with me as you get to save time and money. I'm going to be your eyes and ears at the dealership. I'm going to do a needs assessment where I'm going to ask you several questions and find out exactly what you're looking for. And since you're going to be financing, I'll work backwards with a Financing pre-approval and make sure I find something that's within your budget .*
 - *Were you looking to pay cash or finance a vehicle?*



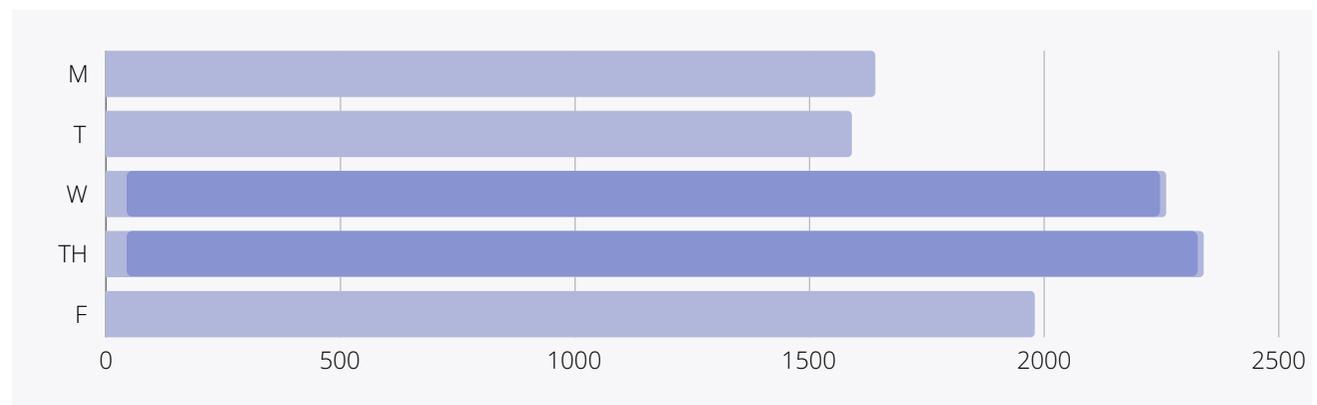
- Customer: "I changed my mind / Accidentally applied"
 - *No harm no foul! You must have stumbled on our website poking around for vehicles or saw one of our ads that piqued your interest. If you're just looking for some information, I can be your encyclopedia.*
 - *Are you just looking for some specific information or were you just poking around?*



Best Times to Qualify* Leads

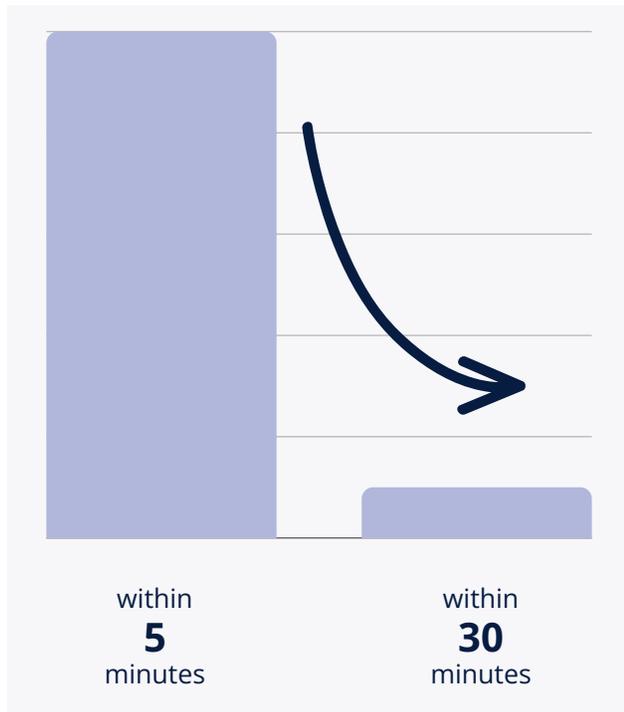


Best Days to Qualify* Leads



**Qualification is the stage in the lead nurturing process where the lead is willing to enter the sales process.*

IMPACT OF SPEED-TO-RESPONSE ON LEAD CONVERSION



100X RULE

If a company attempts phone contact within 5 minutes after lead submission, the odds that the lead is contacted are 100 times greater than if it is contacted 30 minutes after submission.

Median Response Time
3 HRS. 8 MINS.

47%
Never Respond at All

ALL COMPANIES SURVEYED

Credit Application Sheet

PERSONAL INFORMATION

Full Name:	Tax Exempt: <input type="radio"/> Yes <input type="radio"/> No	
Date of Birth:	Phone:	Tax Exempt: <input type="radio"/> Yes <input type="radio"/> No

BEST TIME TO CALL

Current Address:		
City:	Province:	Postal Code:
<input type="radio"/> Own <input type="radio"/> Rent	Monthly Payment:	Postal Code:
Does anyone chip in on rent, utilities or groceries? <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> If yes, details: _____		

EMPLOYMENT INFORMATION

Current Employer:		
Address:	How Long:	
Phone:	City:	Province:
Occupation:	<input type="radio"/> Employed <input type="radio"/> Sub-Contractor	Gross Income:
Taxes Done: <input type="radio"/> Yes <input type="radio"/> No	POI: <input type="radio"/> Paper Stubs <input type="radio"/> Digital <input type="radio"/> Invoices <input type="radio"/> Cash	
Other Sources of Income? <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> If yes, details: _____		
Income Source:	Amount:	SIN Number:

TRADE INFORMATION

Vehicle Description:	Lien Holder/Bal.:	Interest Rate:	Monthly Payment:
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SPOUSE INFORMATION

Full Name:	DOB:	Occupation:	Income:
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Needs Assessment Sheet

CAR, SUV, VAN

Please mark your preference.

- Sedan Hatchback Coupe Passenger Van
 5-Seater SUV 7-Seater SUV Minivan Wagon

- Automatic Manual

- FWD AWD 4x4

What is your *Preferred Car Brand*?

What is your *Preferred Car Model*?

What are your *Top 3 Color Choices*?

What options does it have?

Max Budget

Downpayment

How soon?

TRUCK

Please mark your preference.

- Light-Duty 1/4 Ton 1/2 Ton 3/4 Ton 1 Ton

- Gas Diesel

- 2WD 4x4

- Short Box Long Box

- Regular Cab (2 Door) Quad/EXT Cab Crew Cab

Needs Assessment Sheet

TRUCK CONT.

What and how much are you towing?

What is your *Preferred Car Brand*?

What is your *Preferred Car Model*?

What are your *Top 3 Color Choices*?

What options does it have?

Max Budget

Downpayment

How soon?

Trade Assessment Sheet

TRADE ASSESSMENT

Please mark your preference.

- Sedan Hatchback Coupe Passenger Van
 5-Seater SUV 7-Seater SUV Minivan Wagon

Year	Make	Model	Trim

Color	Mileage

- Automatic Manual

- FWD AWD 4x4

What options does it have?

Any cracks/chips in windshield?	Tire tread/last time replaced?	Breaks/last time replaced?
<input type="radio"/> Yes <input type="radio"/> No		

Any dents or scratches bigger than a baseball?	Any rips, stains, tears or funny smells inside?
<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No

Any lights on the dash?	Any work needed to be done?
<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No

Selling to a friend or family member, what would you take cash today?

Approximate Balance Owing	Bank	Interest Rate



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