

# SKILL SHEET

## FOLLOW-UP CALL (PREVIOUS VISIT)



When making a follow-up call to a customer that has already been into the dealership, we must focus on a strategic line of questioning that will create a benefit scenario for the customer that leads to them scheduling another appointment to visit the dealership. Too many salespeople give up after just a few follow-up attempts. **That next call can be the one that matters!!!**

- The average salesperson makes only **2** follow-up attempts before giving up.
- **44%** of salespeople give up after only **1** unsuccessful follow-up attempt.
- **92%** of salespeople give up after the **4<sup>th</sup>** unsuccessful follow-up attempt.
- **50%** of sales happen after the **5<sup>th</sup>** follow-up attempt.

### THE **AVERAGE** FOLLOW-UP CALL:

“Mr./Mrs. customer this is \_\_\_\_\_ from \_\_\_\_\_ and I was just calling to see if you were still in the market for the \_\_\_\_\_.”

### THE **PROFESSIONAL** FOLLOW-UP CALL:

“Good morning/afternoon/evening, could I please speak to Mr./Mrs. \_\_\_\_\_?”

“Hello Mr./Mrs. \_\_\_\_\_, this is \_\_\_\_\_ (your name) from Shottenkirk \_\_\_\_\_ (dealership).”

“Did you have a quick minute to talk?” (they almost always say yes)

“Great, the reason for my call is **first** I wanted to **thank you** for coming out to the dealership on \_\_\_\_\_ (state the day they came out). I know you’re busy and I wanted to let you know that I really do appreciate the time that you spent with me.”

“The second reason for my call is that I wanted to follow-up and see if you had any other questions about the vehicle itself.” (listen and address any product questions)

“When you were here it seemed like you really enjoyed the \_\_\_\_\_ (vehicle they drove). What feature really surprised you on the \_\_\_\_\_ (vehicle they drove)? What else? (Agree and elaborate on their responses. These questions get them to think about and remember what they did like about the vehicle.)

“Let me ask you this \_\_\_\_\_ (use their name), if there was just **ONE THING** that stopped you from taking the vehicle home when you were here last time, what would that **ONE THING** be?”

(They will typically respond with their highest priority objection to which you must offer **hope!!!**)

“Yes, I remember that. What we need to do is this, my manager \_\_\_\_\_ (a manager that wasn’t involved last time...their involvement represents the hope for a different outcome) wasn’t here last time and if anyone can get you to where you are wanting to be, it would be them.

**When did you have 15 minutes to swing by to have a face-to-face conversation with them?**