

SKILL SHEET



MANAGER APPOINTMENT CONFIRMATION

BENEFITS:

1. INCREASED CUSTOMER SHOW RATE AND THEREFORE INCREASED SALES VOLUME
2. INCREASED CUSTOMER COMFORT LEVEL UPON THEIR ARRIVAL AT THE DEALERSHIP
3. CUSTOMER ARRIVES AT THE APPOINTMENT WITH MULTIPLE POINTS OF CONTACT
4. SHOWS YOUR SALESPeOPLE THAT YOU TOO ARE INVESTED INTO THEIR APPOINTMENT
5. YOU INSTANTLY SEE IF YOUR SALESPERSON'S APPOINTMENT IS REAL OR JUST SMOKE

SCRIPT:

"Hello could I please speak to _____ ?

Mr./Mrs. _____ my name is _____ and I'm the Sales Manager here at Shottenkirk _____.

I just wanted to thank you for setting some time aside to come and see _____ (salesperson) on _____ (date and time).

You are going to love working with _____ (salesperson), he/she is one of our best and all of his/her customers really enjoy working with him/her. (this makes the customer feel like they've lucked out by getting this specific salesperson lowering apprehension)

I also wanted to introduce myself so that you have another personal contact here at the dealership when you arrive, again my name is _____ and I'm the Sales Manager.

Please allow _____ (salesperson) to answer any questions you have about the vehicle itself and then I'll take care of any other questions or concerns that you may have after you've driven the vehicle.

Also, please make sure to ask for me when you get here so that I can introduce myself in person. I look forward to meeting you _____ (date and time).

PRO-TIPS:

- HAVE THE SALESPERSON TELL THE CUSTOMER A MANAGER WILL BE CALLING WHEN SETTING APPT.
- FOR ACCOUNTABILITY, MAKE THE CONFIRMATION CALL IN FRONT OF THE SALESPERSON WHO SET IT
- CONFIRMING THE APPOINTMENT WITHIN 5 MINUTES OF IT BEING SET WILL DRASTICALLY INCREASE YOUR CHANCES OF GETTING THE CUSTOMER TO ANSWER THE CALL