



# 5 Reusable Video Scripts for Dealers



## 1. Sales Rep Introduction

Hey there! **[Your Name]** here at **[Dealership Name]**—thanks so much for your interest. I wanted to quickly introduce myself and put a face to the name. In just a second, I'll show you the vehicle you asked about—but first, here's something to keep in mind:

We get new inventory in every day—fresh trades, demo models, and some vehicles that may not even be online yet. So, while this specific vehicle might be a great option, it's just one of many I think you'll love.

In fact, your biggest challenge is going to be narrowing it down to just one. But that's where I come in—I'm here to help you sort through the choices and find what best fits your needs, lifestyle, and budget.

Take a look at this quick walkaround, and then our best next step is for you to give me a quick call or shoot me a message so we can set up a time for you to come by. That way, I can have a few top options lined up for you to check out in person. Looking forward to connecting soon!

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## 2. Afterhours Autoresponder

Hi there! Thanks so much for your interest in **[Dealership Name]**.

We received your message outside of our normal business hours, so one of our team members will be in touch as soon as possible. We're here to help you have a smooth, easy, and pressure-free car-buying experience.

In the meantime, feel free to respond to this message and let us know what you're looking for in your next vehicle—like specific features or must-haves. This will help us guide you in the right direction when we connect.

We look forward to talking soon!

### 3. Pre-Appointment Reminder

Hi there—**[Your Name]** here at **[Dealership Name]**. We're really looking forward to your upcoming appointment. When you arrive, **[specific instructions about where to park/who to look for/etc.]**. I'll be ready for you with a handful of great vehicle options.

If anything changes and you're not able to come for some reason, please just text or call me so I can plan accordingly and work with you to schedule another date and time. Looking forward to helping you during your vehicle search!

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### 4. Post-Appointment/Unsold Follow-Up

Thanks again for stopping by **[Dealership Name]**. I appreciate you considering us in your vehicle search. Keep in mind our inventory updates daily, so I am confident we'll have more options that fit your preferences soon. I am happy to keep you updated.

Let us know if you have questions, want to explore more options, or just need a little more time. We're here to support you every step of the way in finding your perfect ride. Talk soon!

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### 5. Post-Sale Thank You & Review/Referrals

I wanted to say a big thank you from all of us here at **[Dealership Name]**. We appreciate your business and the trust you placed in us.

We hope you enjoyed your time working with **[Dealership Name]** to find your perfect vehicle.

If you had a great experience working with us, we'd love it if you left us a five-star review or shared our name with a friend. We promise to take excellent care of them.

Thanks again, and enjoy your new ride!

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