



Creating Custom Talk Tracks for Every Customer - 4 Pillars To Holding An ICO Conversation



FOUR PILLARS - INTRODUCTION, INTEREST, ROLE, NEXT STEPS

1. Introduction

Open with a question focused on the vehicle's availability – e.g., “Is the vehicle still available?” Referencing the model and Instant Cash Offer amount returned shows we’ve read the details and are up to speed! An early challenge question is asking the customer if they’ve sold the vehicle for the Instant Cash Offer amount; it’s a great way to gauge thoughts on value received.

Dealer

Hi, Josh! Is your CLK500 still for sale?
Please tell me you didn't sell it for \$3k.
Is the mileage really 44k?

Your Own Words:

2. Show Genuine Interest

The client has a decision or end goal they wish to reach. After expressing interest in their vehicle, communicate a genuine interest in helping the customer accomplish their goal. Posing a short, easy-to-answer question about the availability of additional keys, owner’s manual, etc. shows you’re interested in acquiring their vehicle – as does identifying unique features such as mileage, specific equipment, or limited trim level.

Customer

No, I didn't and wouldn't sell for that. The amount wasn't given until after I submitted the info. 3k isn't even half of what I'd take for it...
And yeah, miles are accurate LOL.

Dealer

Those miles make the car very tough to source. I can get similar CLK500's all day, but *not* with miles like yours. It says you have both sets of keys?

Your Own Words:

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3. Identify Role You Play In Accomplishing Goal

Reconfirm the dealer's role in finalizing the Instant Cash Offer and your desire to help the customer accomplish their goal. Positioning an independent value from the dealership as an alternative to the Instant Cash Offer amount introduces hope for gain. Highlight the value or uniqueness in some aspect of the vehicle. Expressing a 'fit' with the inventory needs of the dealership or desirability of some aspect of the vehicle helps build credibility in interest.

Customer

Only came with one set. Spent way too much getting a second set thru MB service... Basically, just looking to get as close to payoff as possible, 8300. So my best bet is to do private party I'm sure.

Dealer

You may get more selling it on your own ... but I'm definitely an easier option. I can't commit to \$8k, but if you live close by, let us have a chance to confirm the details you submitted.

I'd like to present a competitive offer from Mesa Grande as well...

The CLK would be a showstopper on our highline lot. Interested?

Your Own Words:

4. Position Next Necessary Step

Communicate the necessity for a scheduled appointment and set expectations regarding experience. Close with the 'ask' for the appointment and present availability options, begin narrowing down using East/West time options.

Customer

How long would a *visit* take? I really don't have interest in hanging out at a dealership all day...

No offense LOL.

Dealer

We'll review the info submitted and make any needed edits after our inspection and then present both offers—Instant Cash Offer final number and our competitive offer...

Shouldn't take longer than 25-30 minutes tops. Would this afternoon be best or tomorrow morning?

Customer

I'm free after work tomorrow...

Your Own Words: