



Transcribed ICO Call – Good Call Example



Example 3 Acquisition Call

****Phone ringing****

Customer: Hello?

Dealer: Hello! May I speak with <Insert Customer Name>?

Customer: This is <Insert Customer Name>.

Dealer: Hi <Insert Customer Name>, my name is <Insert Your Name>. I'm the Acquisition Coordinator for Mesa Grande Auto Group; I'm calling because we've received your Instant Cash Offer from Kelley Blue Book.

Customer: You're not from Kelley Blue Book? Are you from a dealership or something?

Dealer: Yes, we're a dealership, but we're trained by Kelley Blue Book to manage the Instant Cash Offer Process. I see you have a 2016 Subaru Outback for sale. Is that vehicle still available?

Customer: The Outback? Yep, it's still available.

Dealer: Great! The next step before redeeming your Instant Cash Offer is to schedule an appointment to complete the process you started online. When would be a good time to come in, complete the transaction, and pick up your check – today or tomorrow?

Customer: Will it take very long? Not to be rude, but I really don't want to hang out at a dealership all day.

Dealer: The process for the offer verification usually takes less than a half-hour. Kelley Blue Book requests that you bring the vehicle along with your offer certificate, both sets of keys, manuals, and title - if available - to our dealership, where we have the tools

and facilities to verify the condition. You'll complete the inspection with our Acquisition Manager; then we'll get you paid and on your way!

Customer: Sounds pretty straightforward.

Dealer: Absolutely, what time tomorrow works best to schedule the visit? Morning, afternoon, or evening?

Customer: I wouldn't be able to make it in until tomorrow at the earliest. After work should be doable!

Dealer: We have availability at 5:30 p.m. or 6:15 p.m., which would work best?

Customer: With traffic? Definitely 6:15.

Dealer: Great, I have you down for tomorrow, Tuesday at 6:15 p.m. – we'll be looking at buying your 2016 Subaru Outback. Please ask for <Insert Kelley Blue Book Manager Name>, our Acquisition Manager. By the way, are you familiar with how to get to our dealership?

Customer: Oh yeah! You're right over by Home Depot, right?

Dealer: Exactly, we're right across the street on Main. We look forward to meeting you tomorrow evening, and if for any reason you're going to be early or late, please let us know, and we'll return the courtesy by updating you on any changes on our end.

Customer: Sounds good.

Dealer: Thank you for your time today. We look forward to meeting you tomorrow!

****End Call****

Notes
