

PHONE SCRIPT

OUT OF WARRANTY



These prospecting calls are designed to create traffic and additional sales opportunities. These calls are considered “cold-calls” meaning that the customer did not initiate or request this call. The target prospects for this call are your store’s previous customers that did not purchase an extended warranty and are currently out of the manufacturer’s basic warranty. **THEY ARE CURRENTLY UNPROTECTED. Because they did not initiate this call, you must not sound like you’re selling something right from the start.**



Focus Points:

- Sound positive and excited when speaking to the customer.
- Take control of the call from the beginning and create urgency.
- Make this feel like a customer relations call more than a sales call.
- Treat EVERY call as if the customer genuinely needs the warranty.
- Know this guide so well that you don’t sound scripted!!!

SET THE APPOINTMENT. **SET THE APPOINTMENT.** SET THE APPOINTMENT. **SET THE APPOINTMENT.**

“Could I please speak to Mr./Mrs. _____?”

(customer) “Yes, this is he/she.”

“Great, my name is _____ and I’m calling from _____. I’m updating some of our internal records, could I have just a minute of your time?”

(customer) “Sure.”

“Thank you so much. I show you purchased a _____ (vehicle year, make, and model) from the dealership back in _____ (month and year) is that correct?” (customer) “Yes.”

“Are you still driving this vehicle?” (customer) “Yes.”

“Is the number I called you on still the best contact number?” (customer) “Yes.”

“Is _____ still your correct email address?” (customer) “Yes.”

“Did you purchase an extended service contract on this vehicle?” (customer) “No.”

“O.k., thank you so much for helping with that. I also show that your vehicle’s manufacturer’s warranty has run out, and since you didn’t get an extended service contract, the means that the vehicle is currently unprotected.”

“Don’t worry though, we actually help customers in the same situation as you every day. The combination of your ENHANCED TRADE VALUE as a repeat customer and current manufacturer incentives means that we can usually get you into something new or newer with current warranty for right at or even often times for less than you’re paying right now.”

“If we could swap you out into something newer with better tech features, fuel economy, and more recent safety features would that be something you would consider if it only took 15-20 minutes to find out?”

“YES”- Proceed with setting the appointment based on your normal appointment setting procedure.

“NO”- Thank them for their time and for updating our internal records.