

SKILL SHEET

KBB I.C.O. – INITIAL TEXT MESSAGE

When a potential customer submits a lead on Kelly Blue Book, it means that they have already authorized text communication. **Sending an impactful text message to the potential customer is the very first step in the KBB I.C.O. process.** Remember that the initial text you choose to send the customer sets the tone of what they will expect through the rest of the transaction. If you send a poorly drafted text communication, they will expect a poor experience, and your win probability will be lowered. If you send a **value-based** and **hope for gain** text communication, they will become more curious and engage in communication at a higher level which will raise your win probability. **Use your initial text to make a world-class first impression.**



Step 1:

Read the lead entirely!!!

Step 2:

Send the text message with the customization points of the customer's last name, vehicle year/make/model, and the I.C.O. amount.

Step 3:

Call the customer and your "couple" of quick questions should be as below:

First: "Hello Mr. Jones, this is Tim from the Buying Center. Thank you so much for taking my call. Real quick, I was curious because of the seemingly low amount of the Instant Cash Offer, is there anything wrong with the vehicle?" (actively listen and respond appropriately)

Second: "We're excited to physically see the vehicle. It usually takes us between 15-20 minutes to come up with the maximum amount for the vehicle. What's the best time today for us to see the vehicle and prepare your check?" (set the appointment)