

# SKILL SHEET

## KBB I.C.O. – UNRESPONSIVE TEXT

When a potential customer submits a lead and becomes unresponsive to your attempts to communicate, it creates a high level of frustration for us. **That frustration usually leads to one of two things, either we stop trying or we can sometimes try with an “attitude.”** Let’s be better than that. Remember that these customers are leading very busy lives too and this transaction may be very low down on their priority list. The word “**unresponsive**” in the text is meant to firmly remind the customer that we have been doing the professional outreach, however we follow that up with “I know life can get very busy sometimes” to show them that we are understanding also. The word “**respectful**” is also key to getting them to respond. No matter which number they respond with, the point is dialog has been reestablished. **If they select #3 then make sure to find out why we missed out on acquiring the vehicle.**

