

**Sales BDR:
Answering Inbound
Phone Calls**

"Thank you for calling John Hiester Chevrolet. My name is INSERT NAME. How may I direct your call?"

Prior to ending the call, confirm the customer's knowledge of dealership's general location and address.

Ask two questions regarding the vehicle in question.
(Stock #, Year, Color, etc.)

Ask if customer minds being placed on a brief hold while vehicle availability is confirmed.

Sell it in writing.
Give customer BDR information.
(Name, Number, and Appt. Date/Time)

Record customer name and phone number in case the call is disconnected.

If appointment is not secured within 24-hours, BDM should transfer info the Sales Manager.

Place customer on brief hold while checking availability of vehicle.
(Pull Keys)

If BDR cannot secure the appt. before the customer hangs up, call should be transferred to the BDM.

If vehicle is in stock, tell customer "Great news, the vehicle is available." Then offer to place vehicle on 12-hour no obligation hold.

Confirm appt. date/time. Get second contact number and email. Request the customer to notify BDR if late or unable to make the appt. Enter appt. into service scheduler.

Ask the customer what time works best them, give them two options for appt. times.
(i.e....4PM or 6PM)