

Consultant Daily Auto Alert Agenda

- **Contact 5 Warranty End Customers**

- Make sure we address other alerts (ex: Contract End, Standard Equity Alert, etc.) with each customer. Also, make sure we make them aware of possible solicitations by independent warranty companies.
- Cross-reference in CRM.
- Phone first, if available. Ask for appointment. Then e-mail.
- Utilize script provided...

Extended Service Plan

The time is coming near that you will begin to look at the possibility of an extended service contract. Interestingly enough, these are the times (after factory warranty coverage) in a vehicle's life-cycle when necessary repairs come a bit more frequently and represent even more in the way of dollars spent.

*Please do not be misinformed by INDEPENDENT "Warranty" solicitations. These companies are able to estimate the time of your manufacturer warranties based on registrations filed down state. These warranties are not backed by _____ and are certainly not similar with respect to costs and coverages.

Please contact me at your earliest convenience and I'll help you schedule a time to speak with a business manager about options. ***Or, you can reply to me about trading up and taking advantage of advancements in safety and technology!*** Let me know. All the best and have a great day!

Extended Service Plan II

This is _____ from _____. And forgive me, I didn't wish to intrude. I just wanted to touch base with you before you are solicited by an independent warranty company.

The time is right to take advantage of this option, or perhaps you would like to upgrade your vehicle and take advantage of advancements in safety and technology. We might be able to keep your payments roughly the same or perhaps a bit less. What would be a great time for you to visit with us? The sooner, the better probably. Thank you so much.

- **Contact 5 Pre-Owned Opportunities**

- Again, make sure we address other alerts.

- Cross-reference in CRM
- Phone first, if available. Ask for appointment. Then e-mail.
- Utilize Script...

Pre-Owned Opportunities (Fast-Selling Inventory)

The reason for my call is that I believe there is a mutual opportunity for us. The vehicle you are currently driving is one of our best sellers and we could really use it for our inventory. If we were able to upgrade you into a new vehicle and keep the payments and terms roughly the same or perhaps reduce them, would we be able visit with you this week?

(Transition to warranty alert, if applicable)

Pre-Owned Opportunities (Top Used-Car Opportunities)

The reason for my call is to let you know that we have a bit of new technology that help us match up potential buyers for our inventory. This being said, we have a wonderful _____ in stock that might be perfect for you if you have interest in driving something different. We could certainly use your vehicle for our inventory and we'd love the opportunity to work with you again. If terms and payment worked out to be about the same or even a bit less, would you have time to visit with us this week?

● **Contact 5 Conquest Customers**

- Go Back 7-10 days
- Call and thank on behalf of service. Then e-mail
- Mention new specials, invite in
- Utilize script

Conquest

I just wanted you to know how much we appreciate your continued service business. You're very important to us and if there is anything we can do for you on the sales side, we are at your service also. We have a great selection of new models that have recently been introduced. Come in and take a peek!

In fact, when you are in for service next, please visit the showroom and ask about the wonderful specials we are currently running.

Thank you and have a great day.