

10 STEP PROCESS TO A "WOW" PHONE UP HOW CAR BUYING SHOULD BE

Ready to supercharge your phone skills and create a "Wow" experience for car sales? Buckle up, because I'm taking you through the ultimate 10-step guide that's going to make your phone ups not just good—but absolutely unforgettable!

1. Mindset

Before you even pick up that phone, approach every call with enthusiasm and confidence. You're creating an experience. Picture yourself helping find their dream ride! This mindset will radiate in your tone, making your conversation more engaging and natural.

2. Body Posture

"Posture? I'm on the phone!" Trust me, it matters! Stand or sit up straight, smile, and keep your shoulders back. This physical posture translates into your voice, making you sound more confident and lively. It's like magic!

3. Meet & Greet

Kick off the conversation with a warm and friendly greeting. Use the customer's name (because who doesn't love hearing their name?) and make an instant connection. A simple, "Hi [Customer's Name], thanks for calling—how can I make your day better today?" can work wonders. Your goal is to create trustworthy rapport right from the start!

4. Answer Their Question

When customers ask questions, those aren't just inquiries—they're opportunities! Make it your mission to provide clear, concise, and informative answers. Whether it's about a specific car feature or financing options, your knowledge will shine through, giving them confidence in your expertise. Patience is key—listen carefully and let them express their concerns.

5. Discover Their Wants & Needs

Dig deeper! What does the customer truly want? Use open-ended questions to get them talking. Try, "What's the top priority for you in a vehicle?" This not only unveils their needs but also makes them feel valued.

6. Showcase the Value

Briefly highlight how your cars meet their needs. Perhaps it's advanced safety features for those family road trips or fuel efficiency for the daily commuter. Paint a picture of how their life will be better with the vehicle they want. Make it relatable—this isn't just a car; it's their ticket to life's adventures!

7. Set the Appointment

Transition the conversation towards setting an appointment. Say something like, "I'd love for you to experience this in person! How does tomorrow sound for a test drive?" Make it clear that they will benefit immensely from seeing the car up close. It's all about presenting the appointment as the logical next step in their exciting journey!

8. Explain the Next Steps

Once they agree, clarify what's next. Whether it's gathering paperwork, providing directions to the dealership, or discussing financing options, make sure they know exactly what to expect. This will eliminate confusion and build trust. You want them to feel comfortable and excited leading up to their visit!

9. Immediately Send Text w/ Video Introduction

After the call, boost that connection with a quick follow-up! Shoot them a friendly text with an introduction video of yourself. Short, sweet, and totally fun! This will personalize the experience even further, reminding them that there's a real, enthusiastic person waiting to help them out. Bonus points for being memorable!

10. Build the Relationship

Keeping the relationship alive even before they arrive shows you genuinely care. Little touches can turn a one-time customer into a lifelong client, ensuring they only work with you.

And there you have it—your roadmap to transforming phone ups into a "Wow" experience! Remember, each step is an opportunity to connect, build trust, and provide value. So, put on that confident smile and channel your enthusiastic mindset.

PHONE-UP SCRIPT

CALL TO APPOINTMENT

Mastering the phone up isn't just a skill, it's the foundation of your success in sales. The phone is where the relationship starts, where trust is built, and where you set the tone for the entire buying process. When a customer calls, they're already interested. They've taken the time to reach out, which means they're looking for answers, solutions, and someone they can trust. This is your moment to shine, but most salespeople blow it. They sound unprepared, robotic, or worse, uninterested. That's why having a structured script is non-negotiable. A script isn't about being fake, it's about having a proven framework that ensures you hit every key point while staying in control of the conversation. It's your roadmap to success, but you've got to make it your own. Inject your personality, your energy, and your style to make the interaction feel genuine and tailored.

The goal of every phone up is to get the customer the information they need and set the appointment. But this isn't just about answering questions. It's about creating urgency, building excitement, and leading the customer to the next step. You've got to understand that the phone is your weapon, and every call is an opportunity to dominate. If you're not setting appointments with at least 50% of your phone ups thus closing 25% of the calls you take, you're leaving money on the table. The phone is where you plant the seed of trust and confidence. When you execute a phone up correctly, the customer doesn't just want to come in, they feel like they need to. That's the power of mastering this skill.

"It's a FANTASTIC day at XYZ Auto! This is [Your Name]. Who do I have the pleasure of assisting today?"

"John, my name is [Your Name]. What can I assist you with today?"

"Is it available?"

"Absolutely, John! That [Model] is an incredible vehicle. What about that vehicle has you possibly wanting to come test drive it?"

Do you happen to have the stock number handy?"

"Great, John! That vehicle was available this morning, but let me double-check to ensure it's still here because our vehicles move FAST. Before I do, is this the best number to reach you at in case we get disconnected?"

"Perfect! Where are you calling from today, John?"

"Awesome! Now, I'm going to check on that vehicle for you. Do you mind if I place you on a brief hold while I verify. Hang tight!"

PUT THEM ON MUTE, NOT HOLD.

"John, are you still there? Fantastic! Now I did not get your last name.

John, I was able to verify that the vehicle is still available, and I also have [X amount] of similar [Model] options in stock. Would you be available to stop by today or tomorrow to check it out in person?"

"I have a few questions first."

"Great, John! I'd love to get you all the information you need to make your decision easier. What questions can I answer for you right now?"

Answer their questions and then go for the appointment

"John, the best way to make sure this is the perfect fit for you is to see it in person. I've got two appointment options, today at 4:15 PM or tomorrow at 10:45 AM. Which one works better for you?"