



FACEBOOK MARKETPLACE MESSENGER & INTERNET LEADS RESPONSE TEMPLATES

Engage the Customer. Answer the Question. Advance the Conversation. Secure the Appointment.

Marketplace messages • internet leads • objection responses • follow-up sequences • closing questions

UNITED LEADERSHIP GROUP

TRAIN. DEVELOP. LEAD.

LEAD & CUSTOMER INFORMATION FORM

Capture what matters most without interrogating the customer. Ask only one or two questions at a time.

Customer Name: _____

Best Phone: _____

Email: _____

Lead Source: _____

Vehicle of Interest: _____

Date / Time Received: _____

CUSTOMER PRIORITIES

- ☐ Price / out-the-door
- ☐ Monthly payment
- ☐ Mileage
- ☐ Features
- ☐ Condition / history
- ☐ Trade value
- ☐ Approval / financing
- ☐ Timing / availability

BUYING INFORMATION

- ☐ Cash or finance
- ☐ Target payment
- ☐ Money down
- ☐ Trade details
- ☐ Trade payoff
- ☐ City and state
- ☐ Decision timeframe
- ☐ Other decision-maker

CONVERSATION NOTES

What caught their attention: _____

Must-have features: _____

Main concern or objection: _____

Value already provided: _____

Next agreed step: _____

Follow-up date and time: _____

01

THE RESPONSE FRAMEWORK

A repeatable structure that creates engagement and moves every lead forward

THE E.A.V.A. FORMULA

ENGAGE	Acknowledge the customer naturally and make the response feel personal.
ANSWER	Directly answer the question using verified information. Do not dodge it.
VALUE	Offer something useful: video, CARFAX, inspection details, numbers, trade help, or similar options.
ADVANCE	Ask one clear question that moves the customer to contact information, qualification, or an appointment.

UNIVERSAL RESPONSE SKELETON

"Absolutely, [direct verified answer]. What matters most to you about this vehicle: [two relevant choices]?"

SECOND-MESSAGE CONTACT TRANSITION

"You can also reach me directly at [PHONE]. What is the best number for you? I can send the [video / CARFAX / numbers] there so it does not get buried in Marketplace messages."

RESPONSE STANDARDS

- Answer the actual question before asking for an appointment.
- Use the customer name and exact vehicle whenever possible.
- Keep most Messenger and text replies under 100 words or 500 characters.
- Ask one clear question at a time.
- Offer value before requesting a phone number or appointment.
- Use either-or questions: today or tomorrow, morning or afternoon.
- Never invent availability, condition, history, savings, incentives, approval terms, or trade values.
- When information is unknown, say you will verify it and provide a next step.

CORE PRINCIPLE: Always give before asking. The customer should feel helped before being asked for contact information or an appointment.

02

FACEBOOK MARKETPLACE FIRST RESPONSES

Fast, human opening messages that create a real conversation

CUSTOMER: "IS THIS STILL AVAILABLE?"

PRIMARY RESPONSE

"Great news - this vehicle is currently available. What information can I provide, or would a quick video walkaround help? Also, what caught your attention about this one?"

NEXT STAGE: Learn what matters and offer value.

SHORT RESPONSE

"Yes, it is available. Would you like a quick video, the CARFAX, or more details on the features?"

NEXT STAGE: Create an easy engagement choice.

CUSTOMER: "I AM INTERESTED."

PRIMARY RESPONSE

"Thank you for reaching out. What caught your attention about the [YEAR MAKE MODEL], and what information would help most - price, payments, features, history, or a video?"

NEXT STAGE: Identify the priority.

APPOINTMENT-LEANING RESPONSE

"I would be glad to help. Is there anything you need to confirm before deciding whether to see and drive it?"

NEXT STAGE: Surface the hidden question.

CUSTOMER: "CAN YOU SEND MORE INFORMATION?"

PRIMARY RESPONSE

"Absolutely. What would be most helpful: a video, CARFAX, feature list, payment estimate, trade information, or out-the-door numbers?"

NEXT STAGE: Let the customer choose the value.

CONTACT TRANSITION

"I can get that together. You can reach me at [PHONE]. What is the best number or email to send everything to?"

NEXT STAGE: Collect preferred contact information.

CUSTOMER: "CAN I COME SEE IT?"

PRIMARY RESPONSE

"Absolutely. I can have it pulled up and ready. Would today or tomorrow work better?"

NEXT STAGE: Choose the day.

TIME CLOSE

"Great. Would morning or afternoon be easier?"

NEXT STAGE: Choose the time window.

CONFIRMATION

"Perfect. I have you scheduled for [DATE] at [TIME]. We are at [ADDRESS], and you can reach me at [PHONE]. I will have the vehicle ready for your VIP appointment."

NEXT STAGE: Confirm details and reduce no-shows.

03

INTERNET LEAD FIRST RESPONSES

Website, chat, form, email, and digital inquiry templates

VEHICLE-SPECIFIC LEAD

MESSAGE

"Hi [NAME], this is [SALESPERSON] with [BUSINESS]. Thank you for asking about the [YEAR MAKE MODEL]. I am verifying availability now. What would help most - a video, features, history, payments, or out-the-door numbers?"

GENERAL INVENTORY LEAD

MESSAGE

"Hi [NAME], thank you for contacting [BUSINESS]. I would be glad to help you find the right vehicle. What type are you considering, and what are the two most important things it needs to have?"

TEST-DRIVE REQUEST

MESSAGE

"Hi [NAME], I received your request to drive the [YEAR MAKE MODEL]. I can have it ready. Would today or tomorrow be better, and do you prefer morning or afternoon?"

PRICE OR PAYMENT INQUIRY

MESSAGE

"Hi [NAME], I can help with the numbers on the [YEAR MAKE MODEL]. To make them accurate, what city and state will it be registered in, are you trading anything, and are you financing or paying cash?"

TRADE-APPRAISAL LEAD

MESSAGE

"Hi [NAME], I received your trade request on the [TRADE YEAR MAKE MODEL]. I want to get you the most and even more for your vehicle and a great deal, when could you bring it by for a quick in-person appraisal?"

FINANCE-APPLICATION LEAD

MESSAGE

"Hi [NAME], thank you for completing the finance request. What vehicle interests you most, and what is the best time for our team to review the available options with you privately?"

AFTER-HOURS LEAD

MESSAGE

"Hi [NAME], thank you for reaching out after hours. I received your request on the [YEAR MAKE MODEL]. I will verify the details when we open. Would you like a video, CARFAX, feature information, or numbers first?"

NO SPECIFIC VEHICLE

MESSAGE

"Hi [NAME], I am glad to help. Are you looking for an SUV, truck, sedan, or something else - and what budget or payment range makes the most sense?"

04

VEHICLE INFORMATION QUESTIONS

Answer directly, provide proof, and guide the customer to the next step

CUSTOMER: "WHAT IS THE PRICE?"

DIRECT RESPONSE

"The current advertised price is [PRICE]. I can also provide the out-the-door breakdown based on your location and situation. What city and state will you register it in?"

NEXT STAGE: Gather data for accurate numbers.

PRODUCT-FIT RESPONSE

"The current advertised price is [PRICE]. Would a video or quick test drive help you confirm it is the right vehicle?"

NEXT STAGE: Move from price to product fit.

CUSTOMER: "WHAT IS THE MILEAGE?"

PRIMARY RESPONSE

"It currently has [MILEAGE] miles. I can also send the CARFAX and a walkaround video. What mileage range were you hoping to stay under?"

NEXT STAGE: Understand the customer range.

APPOINTMENT RESPONSE

"It has [MILEAGE] miles. Would today or tomorrow work better to see how it looks and drives?"

NEXT STAGE: Create a test drive.

CUSTOMER: "CAN I SEE MORE PHOTOS?"

VIDEO-FIRST RESPONSE

"Absolutely. I can do even better and send a detailed walkaround video. What should I focus on - exterior, interior, tires, features, engine, or overall condition?"

NEXT STAGE: Personalize the video.

CONTACT TRANSITION

"What is the best number to send the photos or video to so they do not get compressed or lost in Marketplace?"

NEXT STAGE: Collect contact information.

CUSTOMER: "WHAT CONDITION IS IT IN?"

VERIFIED RESPONSE

"It has been inspected, and I can send the available condition and maintenance information. Is there anything specific you want shown in a video?"

NEXT STAGE: Offer proof instead of vague claims.

IN-PERSON RESPONSE

"The best way to judge condition is to see and drive it. I can have it clean and ready. Would today or tomorrow be better?"

NEXT STAGE: Create appointment.

CUSTOMER: "WHAT FEATURES DOES IT HAVE?"

PRIMARY RESPONSE

"I can verify the exact equipment. Which features are must-haves - leather, sunroof, heated seats, third row, towing, Apple CarPlay, 4x4, safety technology, or something else?"

NEXT STAGE: Identify must-haves.

VIDEO RESPONSE

"I can send a video demonstrating the features that matter most. What should I focus on?"

NEXT STAGE: Offer value.

CUSTOMER: "CAN I GET THE CARFAX / HISTORY?"

PRIMARY RESPONSE

"Absolutely. I can provide the available vehicle-history report. What is the best number or email to send it to so it does not get lost in Marketplace?"

NEXT STAGE: Deliver value and collect contact info.

FOLLOW-UP QUESTION

"After you review it, what matters most - ownership history, maintenance, accidents, or mileage?"

NEXT STAGE: Understand the concern.

CUSTOMER: "DOES IT HAVE ANY ISSUES?"

HONEST RESPONSE

"I do not want to guess or hide anything. I will verify the inspection and current condition. Is there a specific concern you want checked?"

NEXT STAGE: Build trust and verify.

APPOINTMENT RESPONSE

"I can also have it ready for you to inspect and drive. Would today or tomorrow work better?"

NEXT STAGE: Move to in-person verification.

CUSTOMER: "DOES IT HAVE A WARRANTY?"

PRIMARY RESPONSE

"Warranty coverage depends on year, mileage, remaining factory coverage, and available protection plans. I will verify the exact options. What is the best number to send the details to?"

NEXT STAGE: Verify before promising.

NEEDS RESPONSE

"How long do you plan to keep the vehicle? That helps us explain which protection options may fit best."

NEXT STAGE: Discover ownership plans.

05

PRICE, OFFERS & OUT-THE-DOOR NUMBERS

Answer clearly and gather what is needed for accurate figures

CUSTOMER: "WHAT IS YOUR BEST PRICE?"

VALUE-FIRST RESPONSE

FIRST ATTEMPT - MOVE FROM PRICE TO VEHICLE FIT AND APPOINTMENT

"I understand that you want the best deal and also want to know that you received the best deal available. Many of my clients qualify for pricing below the advertised internet price, but the exact opportunity depends on the vehicle, where you live, how you purchase, and any programs or discounts specifically available to you. First, let us make sure this vehicle checks all your boxes, and then we will work to secure the best dealership-approved deal available for you. Sound fair? Does today or tomorrow work better to come by?"

NEXT STAGE: Earn permission to qualify.

DIRECT PATH

IF THEY STILL NEED NUMBERS FIRST - TRANSITION TO A COMPLETE REMOTE DEAL

"I fully understand. To give you a transparent and accurate deal instead of a generic number, let us complete a quick needs and deal discovery. It should only take a few minutes, and then I can have the complete numbers prepared for you. Sound fair?"

NEXT STAGE: Build an accurate deal.

APPOINTMENT CLOSE

REMOTE DEAL & NEEDS DISCOVERY - ASK ONE QUESTION AT A TIME

1. "Whose name will the vehicle be titled in?"
2. "What city and state will it be registered in?"
3. "What attracted you to this vehicle, and which features are must-haves?"
4. "Are you comparing it with any other vehicles? If so, which ones?"
5. "Are you planning to finance, pay cash, or are you still deciding?"
6. "If financing, what monthly payment range feels comfortable?"
7. "How much, if anything, are you planning to put down?"
8. "Do you have a trade? What are the year, make, model, mileage, payoff, and condition?"
9. "How soon are you hoping to make a decision?"
10. "If the vehicle checks your boxes and the numbers make sense, are you prepared to move forward?"

APPOINTMENT CLOSE: *"Perfect. I will use this information to help build the most accurate option. The best next step is to verify the vehicle and review the complete numbers together. Does today or tomorrow work better?"*

IF THEY ARE REMOTE: *"I can send a personalized video and the complete written breakdown first. After you review it, can we schedule a 10-minute call to finalize any questions and reserve a time to see or receive the vehicle?"*

NEXT STAGE: Get product commitment.

CUSTOMER: "WILL YOU TAKE [OFFER]?"

PRIMARY RESPONSE

"Thank you for the offer. I will present it, but I need the complete picture. Where will it be registered, are you trading, and are you financing or paying cash?"

NEXT STAGE: Turn the offer into a complete deal.

CONDITIONAL CLOSE

"If the dealership can approve acceptable numbers and the vehicle is everything you expect, are you prepared to move forward today?"

NEXT STAGE: Confirm commitment.

CUSTOMER: "IS THE PRICE NEGOTIABLE?"

PRIMARY RESPONSE

"We will review a complete and reasonable offer. Final numbers can depend on the vehicle, trade, registration location, incentives, and financing. When can we review everything together?"

NEXT STAGE: Move from vague negotiation to a real deal.

APPOINTMENT CLOSE

"I want you to have the right vehicle and best available deal. Would today or tomorrow be easier to see it and work through the numbers?"

NEXT STAGE: Secure appointment.

CUSTOMER: "CAN YOU SEND THE OUT-THE-DOOR PRICE?"

PRIMARY RESPONSE

"Absolutely. Out-the-door numbers can depend on taxes, registration, fees, trade, payoff, incentives, and how the vehicle is titled. What city and state will it be registered in, and are you trading?"

NEXT STAGE: Gather variables.

CONTACT TRANSITION

"What is the best number or email to send the complete breakdown to once it is prepared?"

NEXT STAGE: Collect contact information.

CUSTOMER: "WHY ARE THERE FEES?"

TRANSPARENT RESPONSE

"I understand. I will provide an itemized breakdown showing price, taxes, registration, dealership fees, and optional products. Which line would you like explained first?"

NEXT STAGE: Reduce uncertainty.

NEXT STEP

"After you review the breakdown, would you prefer to discuss it by phone or in person?"

NEXT STAGE: Move to conversation.

CUSTOMER: "WHY IS IT PRICED LOW / HIGH?"

LOW-PRICE RESPONSE

"That is fair to ask. I will verify the pricing and history so you can see what supports the price. Would you like the CARFAX, inspection information, or a video first?"

NEXT STAGE: Provide proof.

HIGH-PRICE RESPONSE

"The best comparison is the complete vehicle - equipment, mileage, condition, history, reconditioning, and total numbers. What vehicle are you comparing it with?"

NEXT STAGE: Compare value.

06

PAYMENTS, FINANCING & CREDIT

Gather the full picture without making approval or rate promises

CUSTOMER: "WHAT WOULD MY PAYMENT BE?"

PRIMARY RESPONSE

"I understand that you want the best payment and want to know you received the best overall deal. Payments depend on the vehicle price, taxes, lender approval, money down, trade, term, and credit profile. First, let us make sure this vehicle is the right fit, and then we can structure the most responsible dealership-approved option available. What payment range are you hoping to stay around, and does today or tomorrow work better to see the vehicle?"

NEXT STAGE: Learn target payment.

FOLLOW-UP

"If you need the payment information before visiting, I can help complete a quick remote needs and deal discovery so the estimate is transparent for you. Are you planning money down or a trade, and what city and state will the vehicle be registered in?"

NEXT STAGE: Gather next variable.

CUSTOMER: "HOW MUCH DOWN DO I NEED?"

COMPLIANT RESPONSE

"The lender determines the exact down payment after reviewing the application. Money down can affect approval, payment, and total cost. What amount would you be comfortable using if it improved the option?"

NEXT STAGE: Learn available cash.

NEXT STEP

"Would you prefer the secure application first or a conversation about the process?"

NEXT STAGE: Move to application or appointment.

CUSTOMER: "CAN I FINANCE IT?"

PRIMARY RESPONSE

"Financing options may be available. We work with multiple lenders, but approval, rate, term, and down payment depend on lender review. Would you like the secure application link or an appointment?"

NEXT STAGE: Choose next step.

PRIORITY RESPONSE

"Are you focused more on the lowest payment, shortest term, or lowest total cost?"

NEXT STAGE: Discover priority.

CUSTOMER: "MY CREDIT IS BAD / WHAT SCORE DO I NEED?"

PRIMARY RESPONSE

"There is not one score that decides every approval. Lenders review the full picture, including income, stability, money down, trade, and vehicle choice. Would you like help reviewing possible options?"

NEXT STAGE: Reduce fear.

PRIVACY TRANSITION

"What is the best number for a private conversation, or would you prefer the secure application link?"

NEXT STAGE: Move off public chat.

CUSTOMER: "I HAVE NO MONEY DOWN."**PRIMARY RESPONSE**

"Zero-down options depend on lender approval, credit profile, income, trade equity, and vehicle. We can review the full picture without promising a result. Do you have a trade, and what payment are you targeting?"

NEXT STAGE: Explore compensating factors.

APPLICATION CLOSE

"The fastest way to know is a secure lender review. Would you like the application link?"

NEXT STAGE: Advance to application.

CUSTOMER: "I ALREADY HAVE BANK FINANCING."**PRIMARY RESPONSE**

"That is great - you have a strong starting point. Bring or send the approval terms, and we can compare them with available options. When would you like to see the vehicle?"

NEXT STAGE: Respect their bank and secure appointment.

COMPARISON RESPONSE

"Should we focus only on the vehicle and out-the-door price, or also see whether another lender can improve the rate or term?"

NEXT STAGE: Let customer choose.

CUSTOMER: "I AM PAYING CASH."**PRIMARY RESPONSE**

"Understood. I can prepare the cash out-the-door breakdown. What city and state will it be registered in, and is there a trade?"

NEXT STAGE: Gather taxes and trade info.

APPOINTMENT CLOSE

"If the vehicle and numbers meet expectations, when would you like to see and drive it?"

NEXT STAGE: Confirm timing.

CUSTOMER: "WHAT INTEREST RATE CAN I GET?"

COMPLIANT RESPONSE

"The lender determines the exact rate after reviewing credit, income, term, vehicle, and amount financed. Would you prefer the secure application link or an appointment?"

NEXT STAGE: Avoid promises and move to review.

07

TRADE-IN RESPONSES

Create engagement, gather the right details, and secure an appraisal appointment

CUSTOMER: "DO YOU TAKE TRADES?"

PRIMARY RESPONSE

"Yes, absolutely. I fully understand that you want to get the most for your trade, and I want to make sure we do that for you. Do you have 10 minutes to bring it by? While the GM appraises it, we can look at this vehicle and make sure it is the best fit for you. Does today or tomorrow work better?"

NEXT STAGE: Schedule appraisal and drive.

DETAILS RESPONSE

"Before you arrive, what are the year, make, model, mileage, approximate payoff, and general condition? I will have everything ready so the appraisal and vehicle review are fast and easy."

NEXT STAGE: Gather preliminary info.

CUSTOMER: "HOW MUCH IS MY TRADE WORTH?"

PRIMARY RESPONSE

FIRST ATTEMPT - INVITE THEM IN FOR A 10-MINUTE APPRAISAL

"I fully understand that you want to get the most for your trade, and I want to make sure we do that for you. Do you have 10 minutes to bring it by? While the GM is looking at it, we can look at this vehicle to make sure it is the best fit for you. In about 10 minutes, you can know both how well this vehicle fits and the exact numbers on your trade. Sound fair?"

NEXT STAGE: Get in-person appraisal.

ROUGH ESTIMATE

IF THEY STILL WANT A VALUE BEFORE COMING IN

"I understand, and I want to give you the most for it. The challenge is that no two vehicles are exactly the same, nor are they cared for or driven the same. To know its true condition and give you every opportunity to receive above the typical value, we need to see it. Does today or tomorrow work better?"

IF THEY STILL REQUIRE A VALUE FIRST - PRELIMINARY RANGE

"I fully understand. What I can do is provide a preliminary range based on how you answer one question. If the vehicle is exactly as described, you may be near the top of that range, and I have seen some customers receive above an initial range after an in-person appraisal. On a scale of 1 to 10, with 10 being showroom or factory-floor ready and 1 being junkyard condition, where would you rank your vehicle?"

INTERNAL NOTE: Use the customer's stated rating, vehicle data, photos, mileage, history, equipment, payoff, and current market information to provide a reasonable preliminary range. Clearly explain that the range is not a final offer and must be verified by an in-person inspection. Do not argue with the rating; use it to continue the conversation and secure the appraisal appointment.

NEXT STAGE: Gather digital appraisal info.

CUSTOMER: "I OWE MONEY ON MY TRADE."

PRIMARY RESPONSE

"That is common. We will compare the current payoff with verified trade value and show the difference clearly. What is the approximate payoff, and when can we appraise it?"

NEXT STAGE: Determine equity.

NEGATIVE EQUITY RESPONSE

"If there is negative equity, options may include paying the difference, using cash, selecting a vehicle that supports the structure, or reviewing lender options. We will show the numbers before you decide."

NEXT STAGE: Set expectations.

CUSTOMER: "YOUR TRADE OFFER IS TOO LOW."

ACKNOWLEDGE

"I understand - you want the most for your vehicle. Which value or comparable are you using, and does it reflect the same condition, mileage, history, and market?"

NEXT STAGE: Understand comparison.

RE-APPRAISAL

"Let us review the appraisal and make sure the equipment, condition, payoff, and market information are correct. If something was missed, we will address it."

NEXT STAGE: Reopen facts.

DIFFERENCE CLOSE

"The key number is the complete difference between the trade and the vehicle. May I show you the full breakdown before you decide?"

NEXT STAGE: Shift to total transaction.

CUSTOMER: "CAN YOU VALUE IT WITHOUT SEEING IT?"

PRIMARY RESPONSE

"I can provide a preliminary range from the VIN, mileage, payoff, photos, equipment, and condition description. Final value requires verification. Would you like the appraisal link?"

NEXT STAGE: Start digital appraisal.

APPOINTMENT RESPONSE

"For the strongest and most accurate number, when could you stop by for 10 minutes?"

NEXT STAGE: Secure appointment.

08

DELIVERY, LOCATION & LOGISTICS

Remove friction for local and out-of-area customers

CUSTOMER: "WHERE ARE YOU LOCATED?"

PRIMARY RESPONSE

"We are located at [ADDRESS]. I can have the vehicle pulled up and ready. Would today or tomorrow work better?"

NEXT STAGE: Secure appointment.

DIRECTIONS RESPONSE

"What direction are you coming from? I can send the easiest route and my direct number."

NEXT STAGE: Make arrival easier.

CUSTOMER: "CAN YOU DELIVER OR SHIP IT?"

PRIMARY RESPONSE

"Delivery or shipping may be available depending on destination and policy. What city and state are you in? I will verify the best option and cost."

NEXT STAGE: Gather destination.

CONTACT RESPONSE

"What is the best number or email to send delivery details and vehicle information to?"

NEXT STAGE: Collect contact info.

CUSTOMER: "CAN YOU HOLD IT FOR ME?"

POLICY RESPONSE

"I will verify the current hold policy. Holds may require an approved deposit and written confirmation. How soon could you complete the next step or come see it?"

NEXT STAGE: Clarify urgency and policy.

DEPOSIT CLOSE

"If the vehicle checks out and the hold terms are acceptable, are you prepared to place the approved deposit today?"

NEXT STAGE: Confirm commitment.

CUSTOMER: "I LIVE OUT OF STATE."

PRIMARY RESPONSE

"We help out-of-state customers. I can provide a detailed video, history report, inspection information, purchase breakdown, and delivery options. What city and state will it be registered in?"

NEXT STAGE: Build remote plan.

REMOTE APPOINTMENT

"Would a scheduled video call help so you can inspect the vehicle with me in real time?"

NEXT STAGE: Create virtual appointment.

CUSTOMER: "YOU ARE TOO FAR AWAY."

VALUE RESPONSE

"Before you rule it out, I can send a detailed video, complete numbers, and delivery options so you can decide whether the trip or delivery would save you money and be worthwhile. Which would help first?"

NEXT STAGE: Reduce distance friction.

ISOLATE RESPONSE

"If this is the right vehicle and complete deal, would distance still prevent you from moving forward?"

NEXT STAGE: Find real objection.

CUSTOMER: "I DO NOT WANT TO SPEND ALL DAY AT A DEALERSHIP."

BUY-YOUR-WAY RESPONSE

"We can complete vehicle verification, trade information, application, and numbers ahead of time so your visit is focused. Which step would you like to complete first?"

NEXT STAGE: Move process online.

VIP APPOINTMENT

"Once everything is ready, would you prefer a quick pickup appointment or a test-drive appointment?"

NEXT STAGE: Choose visit type.

09

DECISION & SHOPPING OBJECTIONS

Use empathy, clarity questions, and proof to help the customer decide

CUSTOMER: "I NEED TO THINK ABOUT IT."

EMPATHY & CLARITY CLOSE

"I understand your need to think about it because this is a big decision for you and your family. On a scale of 1-10, with 10 being this is the best vehicle and deal for you and you want to say yes right now, and 1 being I could not pay you to take this vehicle, where are you?"

NEXT STAGE: Learn how close they are.

AFTER THEY GIVE A NUMBER

"I can see that. So let me ask: what would make it a 10 for you right now?"

NEXT STAGE: Identify the remaining concern.

INFORMATION CLOSE

"Before you decide, what would help most: video, CARFAX, payment estimate, out-the-door numbers, trade value, or similar options?"

NEXT STAGE: Give value and uncover objection.

TIMELINE QUESTION

"When are you hoping to make a decision - today, this week, or later this month?"

NEXT STAGE: Set follow-up timing.

CUSTOMER: "I NEED TO LOOK AT OTHERS / COMPARE."

COMPLETE-INFORMATION COMPARE CLOSE

"I fully understand. To help you compare, let us provide you all the information on this vehicle, including the out-the-door price. Sound fair?"

NEXT STAGE: Earn permission to complete the comparison.

COMPARE: DECISION-FACTOR CLOSE

"I fully understand. Now let me ask: what will be your deciding factor, the vehicle, the price, or a combination of both?"

NEXT STAGE: Discover the decision standard.

COMMITMENT FOLLOW-UP

"Perfect. So you are saying if we have either the best vehicle or the best price, we would be doing business today?"

NEXT STAGE: Confirm what winning means.

SAVE-TIME CLOSE

"Awesome. Let us save you time and make this easy. In the end, it is your decision, but at least you will have all the information and the best available deal to make the best decision for your family. Sound fair?"

NEXT STAGE: Move forward with complete information.

COMPARISON QUESTION

"What other year, make, model, mileage, equipment, and price are you comparing? I will help compare them side by side."

NEXT STAGE: Turn shopping into transparent comparison.

CUSTOMER: "I NEED TO TALK TO MY SPOUSE / FAMILY."

INCLUSION RESPONSE

"Absolutely - this should be a decision you both feel good about. What questions or concerns will they have, and would a video or complete breakdown help you review it together?"

NEXT STAGE: Equip customer.

INCLUDE-THEM CLOSE

"Would it be easier to schedule a quick call or appointment when both of you can participate?"

NEXT STAGE: Include decision-maker.

CONDITIONAL QUESTION

"Other than their approval, is anything preventing you from moving forward?"

NEXT STAGE: Isolate objection respectfully.

CUSTOMER: "I AM JUST LOOKING / NOT READY."

HELPFUL RESPONSE

"That is completely fine. What are you hoping to learn or compare - price, payment, features, mileage, trade value, or approval?"

NEXT STAGE: Turn browsing into discovery.

TIMELINE RESPONSE

"Are you thinking days, weeks, or months? I can send only the information that fits your timeline."

NEXT STAGE: Set cadence.

LOW-PRESSURE APPOINTMENT

"Would a quick, no-pressure test drive help you narrow down what you like before you are ready to buy?"

NEXT STAGE: Create early appointment.

CUSTOMER: "THE PRICE IS TOO HIGH."

ISOLATE RESPONSE

"Is the concern the advertised price, out-the-door total, monthly payment, or value compared with another vehicle?"

NEXT STAGE: Identify exact objection.

VALUE COMPARISON

"What vehicle are you comparing? Let us compare mileage, equipment, condition, history, reconditioning, and complete numbers."

NEXT STAGE: Compare apples to apples.

BUDGET ALTERNATIVE

"What total price or payment feels comfortable? If this one cannot fit, I can show similar options that may."

NEXT STAGE: Keep customer in process.

CUSTOMER: "THE PAYMENT IS TOO HIGH."

PRIMARY RESPONSE

"I understand. What payment would be comfortable, and how far apart are we?"

NEXT STAGE: Quantify gap.

OPTION RESPONSE

"We can review price, money down, trade equity, term, lender options, or a different vehicle. Which would you prefer to adjust first?"

NEXT STAGE: Let customer choose lever.

VEHICLE ALTERNATIVE

"If this vehicle cannot fit responsibly, would you be open to two or three similar options closer to your target?"

NEXT STAGE: Preserve sale.

CUSTOMER: "I HAD A BAD DEALERSHIP EXPERIENCE."

TRUST RESPONSE

"I am sorry you went through that. I will keep the process transparent, answer directly, and provide written numbers before you decide. What happened that you do not want repeated?"

NEXT STAGE: Learn trust trigger.

CONTROL RESPONSE

"You stay in control. Would you prefer to start with a video, complete numbers, or a short appointment with the vehicle ready?"

NEXT STAGE: Give choice.

CUSTOMER: "I AM TOO BUSY."

TIME-SAVING RESPONSE

"We can complete most steps remotely and have the vehicle ready for a focused visit. Would a 15-minute appointment, video call, or remote-buying option work best?"

NEXT STAGE: Offer low-friction step.

SCHEDULING CLOSE

"What is easier - before work, lunch, after work, or the weekend?"

NEXT STAGE: Find practical time.

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APPOINTMENT QUESTIONS & COMMON CLOSES

Use simple choices to turn helpful conversations into committed appointments

CORE APPOINTMENT QUESTIONS

- "Would today or tomorrow work better?"
- "Would morning or afternoon be easier?"
- "Do you want me to have it pulled up and ready?"
- "If everything looks good, when would you want to come drive it?"
- "Would a VIP appointment help so everything is ready?"
- "Would you prefer an in-person test drive or live video appointment?"
- "Would [TIME A] or [TIME B] work better?"
- "Who else should be included so every question can be answered?"

ALTERNATIVE-CHOICE CLOSE

"Would today or tomorrow be better?"

TWO-TIME CLOSE

"I have [TIME A] and [TIME B]. Which works better?"

VIP-READY CLOSE

"Would you like a VIP appointment so the vehicle is pulled up, clean, and ready?"

CONDITIONAL CLOSE

"If the vehicle looks and drives as expected, are you prepared to review the numbers and decide?"

VALUE-FIRST CLOSE

"I will have the video, CARFAX, and numbers ready. When would you like to review everything?"

TEST-DRIVE CLOSE

"The next best step is to see how it feels on the road. Would today or tomorrow be easier?"

PERMISSION CLOSE

"Would it be fair to schedule a short visit so you can make an informed decision?"

LOW-PRESSURE CLOSE

"No pressure - let us simply confirm whether it is right. What time works?"

REMOTE CLOSE

"Would a live video appointment be easier before making the trip?"

FAMILY CLOSE

"When can both decision-makers come so we can answer everything at once?"

WHEN THE APPOINTMENT IS SET

CONFIRMATION

"Perfect. I have you scheduled for [DATE] at [TIME]. I will have the [YEAR MAKE MODEL] pulled up and ready for your VIP appointment. We are at [ADDRESS], and you can reach me at [PHONE]. Please let me know if anything changes."

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CLOSING QUESTIONS AFTER or BEFORE the TEST DRIVE

Use deeper questions to uncover what is missing, resolve concerns, and help the customer decide confidently.

TRIAL CLOSE: VEHICLE-FIT SCALE

"Besides verifying everything on the test drive, how well does the vehicle fit what you were looking for on a scale of 1-10?"

After they answer: "I can see that. What would make it a 10?"

Then clarify: "Is that mainly about the vehicle, the numbers, your trade, the payment, or something else?"

1-10 DECISION CLOSE

"I understand your need to think about it because this is a big decision for you and your family. On a scale of 1-10, with a 10 being this is the best vehicle and deal for you and you want to say yes right now, and a 1 being I could not pay you to take this vehicle, where are you?"

After they answer: "I can see that. So let me ask, what would make it a 10 for you right now?"

MAKE-IT-A-10 ACTION CLOSE

"Thank you for being honest. If we can resolve [CONCERN] in a way that makes sense for you, would you feel comfortable moving forward today?"

If yes: "Perfect. Let us work on that one item together. Would you rather review the numbers, the trade, the payment, or another vehicle option first?"

NEED-TO-THINK-ABOUT-IT CLOSE

"I completely understand. Before you leave to think about it, I want to make sure you have everything needed to make the best decision for your family. What specifically do you need to think through: the vehicle, price, payment, trade, timing, or something else?"

Then: "What information would make that decision clearer right now?"

COMPARE: COMPLETE-INFORMATION CLOSE

"I fully understand. To help you compare, let us provide all the information on this vehicle, including the out-the-door price, so you can compare accurately. Sound fair?"

Then ask: "What other vehicles are you comparing, and what will matter most in your decision?"

COMPARE: DECISION-FACTOR CLOSE

"I fully understand. Let me ask, what will be your deciding factor: the vehicle, the price, or a combination of both?"

After they answer: "Perfect. So you are saying that if we have either the best vehicle or the best overall deal, we would be doing business today?"

Then: "Awesome. Let us save you time and make this easy. In the end it is your decision, but at least you will have all the information and the best possible deal available to make the best decision for your family. Sound fair?"

APPLE-TO-APPLES COMPARISON CLOSE

"Before you compare, let us make sure it is apples to apples. Are the other vehicles the same trim, mileage range, condition, history, equipment, and warranty coverage?"

Then: "Would it help if I prepared a side-by-side comparison so you can see the true differences?"

OBJECTION-ISOLATION CLOSE

"Other than [CONCERN], is there anything else preventing you from moving forward?"

If no: "So if we can solve [CONCERN], you would be comfortable saying yes today, correct?"

If yes: "Let us list everything so we solve the whole decision, not just one piece."

SUMMARY CLOSE

"You told me you wanted [NEED 1], [NEED 2], and [NEED 3]. This vehicle gives you [VERIFIED BENEFIT 1], [VERIFIED BENEFIT 2], and [VERIFIED BENEFIT 3]. The remaining concern is [CONCERN]. Did I understand you correctly?"

Then: "What would you like us to solve first so you can make a confident decision?"

PRICE / PAYMENT-GAP CLOSE

"What payment would feel comfortable and responsible for your budget?"

After they answer: "How far apart are we? Would you prefer to adjust the price, money down, trade equity, term, lender option, or vehicle choice first?"

TRANSPARENT-NUMBERS CLOSE

"Let us review every number clearly: vehicle price, trade value, payoff, taxes, fees, down payment, and payment options. Once you have complete information, you can make the best decision for your family. Sound fair?"

CHOICE CLOSE

"Which option makes the most sense: move forward with this vehicle, adjust the structure of the deal, or compare another vehicle that better fits your goals?"

OWNERSHIP CLOSE

"What would you need to see, hear, or change to feel confident taking this vehicle home today?"

FINAL COMMITMENT CLOSE

"If we resolve the remaining concern and everything matches what we discussed, are you prepared to complete the purchase today?"

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APPOINTMENT CONFIRMATION, LATE & NO-SHOW

Reduce missed appointments and recover the conversation professionally

IMMEDIATELY AFTER APPOINTMENT IS SET

MESSAGE

"Perfect, [NAME]. You are confirmed for [DATE] at [TIME] to see the [YEAR MAKE MODEL]. I will have it ready at [ADDRESS]. My direct number is [PHONE]. Please reply YES so I know you received the details."

DAY-BEFORE CONFIRMATION

MESSAGE

"Hi [NAME], I am confirming your VIP appointment tomorrow at [TIME] for the [YEAR MAKE MODEL]. Is that time still good, or would another time be easier?"

TWO-HOUR REMINDER

MESSAGE

"Hi [NAME], the [YEAR MAKE MODEL] is being prepared for your [TIME] appointment. I look forward to seeing you. Text me at [PHONE] if you need directions or have a timing change."

CUSTOMER IS LATE

MESSAGE

"Hi [NAME], I have the vehicle ready and wanted to make sure you are okay. Are you still on the way, or should we adjust the appointment time?"

CUSTOMER NO-SHOWS

MESSAGE

"Hi [NAME], I had the [YEAR MAKE MODEL] ready for you and wanted to make sure everything is okay. Would later today or tomorrow be easier?"

RESCHEDULE

MESSAGE

"No problem. I can move the appointment. Would [OPTION A] or [OPTION B] work better? I will keep the vehicle information ready for you."

VEHICLE SOLD BEFORE APPOINTMENT

MESSAGE

"Hi [NAME], I want to update you immediately: the vehicle you planned to see is no longer available. I have [NUMBER] similar options and can send them now. What mattered most about the original one?"

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MARKETPLACE FOLLOW-UP SEQUENCES

Follow up with value, not pressure

FOLLOW-UP 1 - SAME DAY

MESSAGE

"Hi [NAME], I wanted to make sure you saw my message about the [YEAR MAKE MODEL]. Would a quick video, CARFAX, or out-the-door estimate help you decide whether it is worth seeing?"

FOLLOW-UP 2 - NEXT DAY

MESSAGE

"Marketplace messages can get buried. Are you still interested in this one, or would you like me to send similar options?"

FOLLOW-UP 3 - TWO TO THREE DAYS

MESSAGE

"No pressure. Was price, payment, miles, trade value, features, or availability the main thing you were trying to figure out?"

FOLLOW-UP 4 - QUICK QUESTION

MESSAGE

"Quick question, [NAME]: what is the most important thing you are looking for in your next vehicle?"

FOLLOW-UP 5 - PERSONALIZED FEATURE

MESSAGE

"I remembered you mentioned [CUSTOMER NEED]. The [YEAR MAKE MODEL] has [VERIFIED FEATURE], which may fit that need. Would you like a video showing it?"

FOLLOW-UP 6 - SIMILAR OPTION

MESSAGE

"I found another [VEHICLE TYPE / MODEL] that may fit what you wanted. Would you like me to send the details and compare it with the first one?"

FOLLOW-UP 7 - DECISION HELP

MESSAGE

"What is the one thing holding you back from moving forward - vehicle fit, price, payment, trade, timing, or approval?"

BREAKUP / PERMISSION MESSAGE

MESSAGE

"I do not want to over-message you. Should I keep helping with this vehicle, send other options, or close out the follow-up for now?"

EVENT-BASED RE-ENGAGEMENT MESSAGES

DID YOU CATCH THIS?

"Hi [NAME], I wanted to make sure you did not miss the [YEAR MAKE MODEL]. It is [VERIFIED STATUS]. Would you like a video or updated details?"

HOT OFF THE LOT

"Hi [NAME], we just received a [SIMILAR / UPGRADED MODEL] that matches what you described. Would you like the details before deciding?"

VERIFIED PRICE ADJUSTMENT

"Hi [NAME], the [YEAR MAKE MODEL] had a verified price adjustment. Would you like the updated numbers?"

THIS MADE ME THINK OF YOU

"Hi [NAME], I was helping someone compare [VEHICLE TYPE] options and thought about what you wanted. Has anything changed in your search?"

SEE IT LIKE YOU ARE HERE

"Hi [NAME], I can send a closer video look at the [YEAR MAKE MODEL]. What part would you like me to focus on?"

WHAT IS NEW SINCE WE TALKED?

"Hi [NAME], has anything changed since we last talked - vehicle, budget, payment, trade, or timing?"

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INTERNET LEAD EMAIL TEMPLATES

Subject lines and messages that earn replies and appointments

VEHICLE-SPECIFIC EMAIL

SUBJECT

Your request on the [YEAR MAKE MODEL]

MESSAGE

Hi [NAME],

Thank you for your interest in the [YEAR MAKE MODEL]. I am verifying the current details and can send a video, history report, feature information, payment estimate, or out-the-door breakdown. Which would help you most?

You can reach me directly at [PHONE].

[SALESPERSON]
[BUSINESS]

STILL IN THE MARKET?

SUBJECT

Still looking for a [VEHICLE TYPE]?

MESSAGE

Hi [NAME],

I am checking in to see whether you are still in the market for a [VEHICLE TYPE / MODEL]. Has anything changed with your vehicle, budget, payment, trade, or timing? I would be glad to help.

[SALESPERSON] | [PHONE]

I FOUND ANOTHER OPTION

SUBJECT

Another option that may fit

MESSAGE

Hi [NAME],

I found a [YEAR MAKE MODEL] that may fit what you described. It has [VERIFIED RELEVANT FEATURES]. Would you like the details and a side-by-side comparison?

[SALESPERSON] | [PHONE]

PRICE ADJUSTMENT

SUBJECT

Updated numbers on the [YEAR MAKE MODEL]

MESSAGE

Hi [NAME],

The [YEAR MAKE MODEL] you viewed had a verified price adjustment. I can send the updated vehicle price and complete breakdown. Are you still considering it?

[SALESPERSON] | [PHONE]

WHAT IS HOLDING YOU BACK?

SUBJECT

One quick question

MESSAGE

Hi [NAME],

I want to be helpful without adding pressure. What is the one thing holding you back - vehicle fit, price, payment, trade, timing, or approval? Once I know, I can provide the right information.

[SALESPERSON] | [PHONE]

APPOINTMENT EMAIL

SUBJECT

Appointment confirmation - [DATE] at [TIME]

MESSAGE

Hi [NAME],

You are confirmed for [DATE] at [TIME] to see the [YEAR MAKE MODEL]. I will have it ready at [ADDRESS]. Please reply to confirm or let me know if another time is easier.

[SALESPERSON] | [PHONE]

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PHONE, TEXT & VOICEMAIL TEMPLATES

Connect the channels and make the next step clear

FIRST VOICEMAIL

MESSAGE

"Hi [NAME], this is [SALESPERSON] with [BUSINESS] calling about your request on the [YEAR MAKE MODEL]. I have information for you and can provide a video, history report, or numbers. Call or text me at [PHONE]. Again, this is [SALESPERSON] at [PHONE]."

SECOND VOICEMAIL

MESSAGE

"Hi [NAME], this is [SALESPERSON] at [BUSINESS]. I am following up on the [YEAR MAKE MODEL]. I have the information you requested and something extremely urgent to share with. Call or text me at [PHONE], and let me know what would help most."

TEXT AFTER VOICEMAIL

MESSAGE

"Hi [NAME], this is [SALESPERSON] with [BUSINESS]. I just left a voicemail about the [YEAR MAKE MODEL]. Would you like a video, CARFAX, or numbers first?"

PHONE OPENING

MESSAGE

"Hi [NAME], this is [SALESPERSON] with [BUSINESS]. You asked about the [YEAR MAKE MODEL]. Did I catch you at an okay time for two quick questions so I can help accurately?"

PHONE DISCOVERY

MESSAGE

"What caught your attention about this one, and what information will matter most in your decision?"

PHONE APPOINTMENT CLOSE

MESSAGE

"It sounds like the best next step is to see and drive it. Would today or tomorrow be better?"

MISSED CALL TEXT

MESSAGE

"Hi [NAME], I saw your call and wanted to respond quickly. This is [SALESPERSON] at [BUSINESS]. Is this about a specific vehicle, trade, payment, or appointment?"

