

Dealer to Customer:

Hi \_\_\_\_\_ my name is \_\_\_\_\_ from \_\_\_\_\_ and the reason for my call today is to inform you we have just received confirmation of your pre-approval for an auto loan at our Dealership from RoadLoans.com. It is important to remember that your approval does expire in 30 days.

Our dealership is the preferred dealership for RoadLoans in this area:

*(This is where the dealer tells the customer a little bit about the dealership)*

1. The wide variety of inventory
2. The experienced and knowledgeable
3. Additional lending opportunities
4. Number of times dealership attends auction allowing us to access the car of your dreams

As experts, in working with RoadLoans, we are able to assist you through the entire process making your car purchase easy, simple and enjoyable. We understand making a vehicle purchase is a major decision and our objective is to become a trusted partner, one you can count on past the vehicle purchase.

**Pre-Close Questions:**

May I ask you a few simple questions that will enable us to customize a solution for you? What is important to you when deciding on a vehicle?

1. Best price
2. Payment
3. Customer service
4. Convenience
5. Incentives
6. Reliability
7. MPG/economy

Feed off of response:

***Review RoadLoans OBJECTIONS document***

As you know we are offering \_\_\_\_\_ or \_\_\_\_\_ at our dealership to all approved RoadLoans customers for coming in and taking one of our cars for a test drive. Which one do you think you are more interested in? Let's set up an appointment with \_\_\_\_\_ who will assist you by finding the best vehicle for you based on your needs. What times are best for you? I do see an evening spot today at \_\_\_\_\_ or a morning opening tomorrow...which one is better for you?

### **Appointment Setting-Key Point Selling Tips**

1. Do not "ask" if you can set up an appointment; ask them if morning or afternoon is better.
2. Let them know that you have other finance options available for them (rate, required cash down payments and other options available. (customers like opportunity)
3. If they give push back, let them know that this does not mean they have to purchase there but that you are willing to help them find the car of their dreams as well as point #2
4. If they already have a vehicle picked out at a different dealer, tell them they may be able to get a similar or better car at your store.

### **Assumptive close/sale Statements**

1. Are mornings or afternoons better for you?
2. Let's get you in our store today...how does 3pm work for you?
3. We may be able to get better terms for you. I will set you up for 5pm to go over your options.

At this time, I would like to recap. We will be seeing you at our dealership at \_\_\_\_\_ and your host will be \_\_\_\_\_. The important items for purchasing a vehicle for you are \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_. Remember your approval expires in 30 days but we have other financing options available to you if needed.

Thank customer...