

STAUNING Email/Voicemail Templates to Non-Responsive Trade-In Prospects **2017 Edition**

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30-DAY INTERNET SALES PROCESS – TRADE-IN LEADS

For 2017 we've kept our Trade-In Internet Sales Process at 30 days, but reduced the number of calls and recommend no calls after Day 11 to Non-Responsive Prospects to reflect the actual number of days a trade prospect might be willing to reconnect. All of this decreases the chances that consumers grade your later process emails as "spam," as well as matches your processes more closely with the most common consumer buying timelines.

Day 1 – Lead arrives in CRM; Auto-Response Fires

Review lead completely

Phone Call – this call should be made as soon as you've read and understood the customer's needs

Manually send Day 1 email template – include hand-typed answers to any questions asked from comments

If the lead arrives early enough in the day, up to 2 additional phone calls (utilizing DIFFERENT voice mail messages) *should* be made, and 1 additional email *can* be sent.

Day 2 – AUTOMATED email

Day 2 – Phone Calls (up to 3)

Day 3 – Phone Calls (up to 3)

Day 3 – AUTOMATED email

Day 4 – AUTOMATED email

Day 4 – Phone Call

Day 5 – Phone Call

Day 5 – Sales Manager AUTOMATED email

Day 6 – Manager Phone Call

Day 7 – AUTOMATED email

Day 7 – Phone Call

Day 8 – Phone Call

Day 10 – General Manager or Owner AUTOMATED email

Day 11 – Phone Call

Day 14 – AUTOMATED email

Day 18 – AUTOMATED email

Day 24 – AUTOMATED email

Day 30 – AUTOMATED email

After 30 days, Non-Responsive Trade-In Prospects should be moved to an "Active Broadcast" status, meaning they will receive up to 1 email each month with a sales call-to-action. No additional communications should be sent to this group.

DAY 1 – AUTO-RESPONSE (TRADE APPRAISAL)

SUBJECT: Confirmation from <DEALER NAME>

Hi <PROSPECT NAME>,

This is an automated response to let you know we received your request for a no-obligation vehicle appraisal. We are always in the market for great used cars, and often we'll buy yours whether you buy ours or not.

Our team is working on your information and will get back to you shortly.

Please respond to this email if you're ready to schedule your No-Obligation Priority Appraisal; otherwise, I will call you shortly (if you provided a phone number) to help you schedule this. Or, if you'd prefer, you may call me at any time at <SALESPERSON PHONE NUMBER>.

We look forward to helping you get the most money for your vehicle – Thank you for your interest in <DEALER NAME>!

Best wishes,

DAY 1 – FIRST PERSONAL RESPONSE: TRADE VEHICLE

(Note: This email must be manually edited & proofed before sending. Followed properly, this will be the only email in this process that cannot be sent automatically.)

SUBJECT: Trade-In Information from <DEALER NAME>

Hi <PROSPECT NAME>,

I would personally like to thank you for contacting <DEALER NAME> – I cannot wait to help you trade-in or sell your <TRADE MAKE> <TRADE MODEL>.

Unlike other dealers, we specialize in providing the highest value on all trades. In fact, our Used Car Manager can often offer more than the online appraisal you received. We are currently in need of good used vehicles to offer for sale and would like to see your <TRADE MODEL> as soon as possible so that we can give you a firm written offer.

Please call me at <SALESPERSON'S PHONE NUMBER> so that I can schedule your Priority VIP Appraisal at our state-of-the-art facility. I promise to get you in and out in no time.

Best wishes,

DAY 1 - VOICEMAIL #1

Hi (prospect) this is (salesperson) calling from (dealership), and I'm calling to schedule your Priority Appraisal on your (trade vehicle). We have an immediate need for good used vehicles right now and are struggling to find these at auction.

If you could please call me back as soon as possible at (number) to schedule a quick firm written appraisal, I would really appreciate it. Once again that number is (number). And don't worry (prospect), I'll call you later if you do not have an opportunity to call back. Thank you and talk to you soon.

DAY 1 - VOICEMAIL #2

Hello again (prospect), this is (salesperson) calling back from (dealership). I wanted to leave you a message because I am going home for the day and did not want you to call back and miss me.

I will be back in the office tomorrow at (time) and can go over the information about the (trade vehicle) if you'd like to call me then. As a reminder, my number is (number). Once again that's (number). Don't worry (prospect) if you don't reach me, as I will try to call you again later tomorrow. Thank you and talk to you soon.

DAY 2 – APPRAISAL SCHEDULED

SUBJECT: We've Scheduled the Appraisal on Your <TRADE MODEL>

Hi <PROSPECT NAME>,

My apologies that I haven't been able to reach you in person, but I wanted to let you know we've scheduled the Priority VIP Appraisal for your <TRADE MODEL>.

I've reserved tomorrow at 2:35 PM for you to bring in your <TRADE MODEL> to be professionally appraised. Please be sure to bring the following items with you when you arrive for your appointment:

- Your vehicle title (or lienholder info)
- Your registration (probably already in the vehicle)
- Any service or repair records you may have
- Your driver's license or other government photo ID
- All vehicle keys, keyless remotes and manuals

If this date and time are not convenient for you, please call me at <SALESPERSON PHONE NUMBER> so that we can block out something that works better for you.

Best wishes,

DAY 2 - VOICEMAIL #1

Good morning (prospect), this is (salesperson) from (dealership) and I am so excited to help you schedule a no-hassle priority appraisal for the (trade vehicle) you're looking to sell.

Would you please call me back at (number)? Once again that is (number). And don't worry (prospect), I'll call you later if you do not have an opportunity to call back. Thank you and talk to you soon.

DAY 2 - VOICEMAIL #2

Hello again (prospect), this is (salesperson) calling back from (dealership). I wanted to leave you a quick message because we still have an immediate need for a good used (trade vehicle).

We've still got a couple of appraisal openings tonight, so please call me back when you get a chance. As a reminder, my number is (number). Once again that's (number). Don't worry (customer) if you don't reach me right away, I will try to call you again. Thank you and talk to you soon.

DAY 3 – NOT ABLE TO REACH YOU

SUBJECT: More info about your <TRADE MODEL> from <DEALER NAME>

Hi <PROSPECT NAME>,

My apologies; although I've tried calling you over the last few days, I haven't been able to reach you.

I have some news about the <TRADE MODEL> you're looking to have professionally appraised. Can you call me as soon as it's convenient for you at <SALESPERSON'S PHONE NUMBER>; or can you give me a better number or time to call you?

Best wishes,

DAY 3 - VOICEMAIL

Hi it's (salesperson) from (dealership) and I'm trying to reach (prospect), but I think I must have the wrong number. I'm calling about the appraisal (prospect) requested on (his/her) (trade vehicle), but none of my emails or voicemails seem to be getting to (him/her).

I just wanted to be sure I have the correct number and email address, and I certainly don't want to keep bothering you if this is not (prospect's) number. Could you let me know if I have the correct info when you get a second? My number is (number). Once again it's (number).

Thanks and have a great day.

DAY 4 - VOICEMAIL

Hi (prospect), this is (salesperson) checking back from (dealership) and we are having a tough time finding good used (trade vehicles) for our inventory. Would you do me the courtesy of a return call at (number)? Once again that number is (number).

I'm trying to find customers willing to sell us their used (trade vehicles), because we simply cannot find the right ones at the auctions.

Please call and let me know either way, okay (prospect)? My number is (number). Once again that's (number). Thank you and talk to you soon.

DAY 4 – WE NEED YOUR CAR

SUBJECT: We need your <TRADE MODEL>

Hi <PROSPECT NAME>,

I was speaking with our used car manager about your <TRADE MODEL>; and he told me you have what is known as a “high-demand vehicle.” And because it is, he would like to see if he can offer you more than book price for it.

We just need to see your <TRADE MODEL> for a final inspection and firm offer. We still have a few appraisal openings available today and would love to get a look at your vehicle.

Can you call me today at <SALESPERSON’S PHONE NUMBER>? If it’s more convenient for you, please give me a time to call you.

Thank you in advance for your courteous response – I look forward to assisting you!

Best wishes,

DAY 5 – SALES MANAGER EMAIL – TRADE IN

SUBJECT: <DEALER NAME> Sales Manager

Dear <PROSPECT NAME>,

I'm not sure why my team has been unable to reach you; though rest assured that we will keep trying.

We are excited to offer you a firm price on your <TRADE YEAR> <TRADE MODEL> - I just wanted to schedule a time for you to bring it by for me to see. We're not seeing many clean used cars at the auctions lately, so we're anxious to see yours.

Please call me or <SALESPERSON NAME> (your Customer Service Coordinator) as soon as it's convenient to schedule your Priority Appraisal; or, please provide us with a time to reach you.

Thank you for giving us the opportunity to serve you.

Sincerely,

DAY 5 - VOICEMAIL

Hello again (prospect), this is (salesperson) calling back from (dealership) and I am excited to help you schedule a no-hassle appraisal appointment. We're trying to fill a need for our buyer for a good used (trade vehicle) and we'd like to get a look at yours.

Would you please call me back at (number)? Once again that is (number). And don't worry (prospect), I'll keep trying to reach you if you do not have an opportunity to call back. Thank you and talk to you soon.

DAY 6 – MANAGER VOICEMAIL

Hi (prospect), this is (name) and I'm the (title) at (dealership). I'm trying to reach you to let you we're excited about the opportunity to buy your (trade vehicle), but it looks like we've so far dropped the ball.

Can you call me back as soon as possible at (number) so that I can make sure you receive all the information you need? Also, I would consider it a personal favor if you would let me know why we've failed to set a priority appraisal appointment for you. So, again (prospect) my number is (number) I will await your call. Thank you and talk to you soon.

DAY 7 – VOICEMAIL

Hi (prospect). Well, I've been trying for a week to reach you via phone and email, and I just haven't been able to get through.

This is (salesperson) with (dealership) and I wanted to apologize for not being able to schedule a priority appraisal for you. Because that really is my only job, I feel like I've failed you.

If it's not too much trouble, can you take a minute and call me back (prospect) to let me know what I could have done better to get you in for a no-hassle written appraisal? My number is (number). Once again that's (number). Thank you and I look forward to speaking with you.

DAY 7 – IS IT ME?

SUBJECT: I didn't mean to offend you

Dear <PROSPECT NAME>,

I'm checking to see if you have some time to go over your request for an appraisal on your <TRADE YEAR> <TRADE MODEL>.

I'm sure you're busy, but I feel like I'm being a pest since I've left several messages and sent several emails, but haven't heard back from you. If there is something I've done to offend you, please let me know and I will hand your folder over to another coordinator who can help. I definitely don't want to be the reason you don't give us a chance to buy your <TRADE MODEL>.

Please call and let me know either way. My number is <SALESPERSON PHONE NUMBER>.

Thanks and best wishes,

DAY 10 – GENERAL MANAGER OR OWNER – HOW COULD WE HAVE DONE BETTER?

SUBJECT: I think we dropped the ball at <DEALER NAME>

Hi <PROSPECT NAME>,

I'm <MANAGER NAME>, the <MANAGER TITLE> at <DEALER NAME>, and I wanted to make sure my team got you everything you needed to make a sound decision on the <TRADE YEAR> <TRADE MODEL> you wanted to sell.

Is there a specific reason my team has not been able to connect with you? If we've written or said anything to offend you; or to make you not want to buy from us, please let me know, as I am committed to ensuring every customer is always treated with the utmost respect and kindness.

Please do me the courtesy of responding to this email or calling me on my direct line at <MANAGER PHONE NUMBER> to let me know how we can serve you better.

Best wishes,

DAY 11 - VOICEMAIL

Hi (prospect), this is (salesperson) with (dealership) and I am sorry we haven't been able to connect yet, but I wanted to make sure you knew that my only job is to schedule your priority appraisal appointment.

By scheduling an appraisal appointment through me you can avoid any typical sales pressure or hassles that you might find at other dealerships.

Please call and let me know what works for you, okay (prospect)? My number is (number). Once again that's (number). Thank you and talk to you soon.

DAY 14 – AM I IN YOUR SPAM FOLDER?

SUBJECT: <SALESPERSON NAME> has a message for you

Hi <PROSPECT NAME>,

I've been trying to reach you for quite some time about your <TRADE MODEL> and I think my emails must be ending up in your spam folder.

I'm sorry that you haven't been able to schedule an appraisal with me; though rest assured that I will keep trying.

Please call me at <SALESPERSON PHONE> to let me know you're receiving my emails and where you are with selling your <TRADE MODEL>. Because yours is an in-demand vehicle, we may have the ability to put extra trade dollars toward it.

Thank you for giving me the opportunity to serve you.

Best wishes,

DAY 18 - WRONG NUMBER

SUBJECT: I think I have the wrong number

Hi <PROSPECT NAME>,

I've been trying to reach you by phone, but I think I must have the wrong number. I've left a few messages, though I haven't heard back.

The number I have is <PROSPECT PHONE NUMBER> - is this correct? Could you call or email me to let me know if there is a better number to reach you when you have a chance?

Thanks and have a great day,

DAY 24 – REPLACE VERSUS REPAIR (TRADE)

SUBJECT: Repairing an old car is nearly always more expensive than replacing it

Hi <PROSPECT NAME>,

I wanted to give another shot at connecting with you; and to give you some info that might help you make a decision on whether to trade-in now or not.

The average driver puts almost 15,000 miles each year on their vehicle. If your car is out-of-warranty, those 15,000 miles might lead to costly repairs. That's why most experts say it's usually better to replace your used car with a new or certified vehicle covered by a manufacturer's warranty than to get hit with expensive repairs. (Especially since the next big repair bill could come at any time.)

We've got a great selection of vehicles under warranty and can even help you get the best finance rates available. Just call me at <SALESPERSON PHONE NUMBER> to schedule a time to come in for a priority test drive and/or to get your current vehicle appraised. (We're paying over the book price for a lot of good, clean trades these days.)

Best wishes,

DAY 30 – WE STILL WANT YOUR TRADE

SUBJECT: Do you still have your <TRADE MODEL>?

Hi <PROSPECT NAME>,

My Used Car Manager asked me to reach out to you one last time about buying your <TRADE MODEL>. In fact, he wanted me to stress that we'll buy your <TRADE MODEL> even if you don't buy anything from us.

We have an immediate need for a good used <TRADE MODEL> and we don't like to buy cars from the auction when we can buy them directly from consumers like you. If you could, please call me at <SALESPERSON PHONE NUMBER> to schedule a time to come in and get a quick written appraisal from our team. We're pretty desperate for good used cars; so for clean vehicles, we're often paying above book.

Please let me know either way.

All the best,