

Sample Referral Script

When making a Follow Up Call using this script make sure that you introduce it in an effort to "update your records." Ask if they have time, and be very pleasant.

We need to update

Address
Cell Phone
Email

Referral Script is

How many drivers in your family? _____

How many vehicles does your family own? _____

Of the drivers who's next in line for a New Vehicle or a Pre - Owned One?

Are they leaning towards New or Pre - Owned? _____

Do you think that would be soon or down the road a bit? _____

If down the road

Like a week, a month or a bit longer? _____

If soon on Pre - Owned

Great! With all the changes that happen here the popular vehicles don't seem to last very long, when could we get together to go over your options?

If soon on New

Great! Programs and inventory are always changing, when could we get together to go over your options?

Remember to close for the opportunity to get them more information. This script is only designed to give you one more tool, to help making those calls!

Thank You!!