

Basic Commercial Scripts

Calling past clients

1. (SC) "Hello _____, this is _____ from _____. I'm in the process of calling all my past clients to update my database and was wondering when would be a convenient time to stop by for about 10 minutes and catch up on your business?"

Customer: "Could we do it over the phone?"

(SC) "Certainly some of it we can do over the telephone, but I would really love to see your business and bring by a small gift as an appreciation for your past business."

Customer: "Okay, but you did say 10 minutes right?"

(SC) "That's correct. If it goes longer it will be at your request or I will politely come back another day."

2. (SC) "Hello _____, this is _____ from _____. We are currently doing a service review and free fleet analysis for our past clients only. This includes comprehensive research into each vehicle, and a fleet analysis to help improve overhead and find hidden ways to improve your bottom line. When would be a good time for you to start the process?"

(Customer) "Will this take long?"

(SC) "No, in fact it will save you time and potentially add to your bottom line. How does that sound?"

Calling Service Department Customers

1. (SC) "Hello is Mr. _____ there? Hello Mr. _____ this is _____ with _____. You had a vehicle in our service department and I was just following up to make sure you were satisfied and that you had no more questions or concerns?"

(Customer) "Everything was great."

(SC) "Great! I'm going to be out calling on customers this week and would love to stop by at your convenience, meet you personally and leave a small gift, our way of saying thank you. When would be a convenient time?"

Calling Parts Department Customers

1. (SC) "Hello is _____ there? _____ this is _____ with _____. We recently delivered parts to your company and I wanted to follow up and make sure everything went okay. Did you receive what you needed in a timely manner?"

(Customer) "Yes, thank you."

(SC) "Great! By the way, I will be in your area this week and wanted to stop by to thank you personally and bring a small gift or our appreciation for your business. When would be a convenient time?"

Opening a face-to-face cold call

1. (SC) "Hello, my name is _____ with _____. I was calling on clients in the area and noticed your vehicles. I was wondering if it were possible to make an appointment with the person in charge of maintaining your fleet of vehicles?"

(Prospect) "That would be George, but he's not in right now."

(SC) "Not a problem, as I mentioned I was only here to make an appointment. Do you schedule his appointments or does he schedule his own?"

(Whatever answer you get, ask for the appointment)

Cold calling on the telephone

1. (SC) "Hello, this is _____ with _____. We have clients that are always asking us for referrals and it occurred to me that your business is in our area, but I have never met you personally. I would love to stop by, meet you and learn a little about your business should one of my clients need your services. I am not trying to sell anything, but would like to meet you and see if we might be able to help each other."

(Notice we don't bother with cold calling much!)

Follow up on direct mail

1. (SC) "Hello, this is _____ with _____. This is a courtesy call. I had sent some information in the mail and I was wondering if you received it?"

(Does not matter if they say yes or no. If they said yes, then ask if they had any questions and ask for the decision maker by name. If they say no, explain what it was about and ask for the decision maker)

(Prospect) "Yes, we received it."

(SC) "Great! As the information indicated, we help companies save thousands of dollars with their commercial vehicles. I was going to be in your area and wanted to stop by to introduce myself personally. When would be a convenient time?"

Gathering referrals from satisfied clients

1. (SC) "_____ thanks for meeting with me today. I feel it is important to evaluate the expectations of our clients and make sure your buying experience is a positive one. Were you happy with the service you received from the dealership?"

(Satisfied customer) "I have been very pleased, your guys did an outstanding job in the service department and you followed up on all your promises."

(SC) "Thank you so much! I pride myself on taking care of all my customers. With that in mind, how can I assist you in growing your business?"

(Satisfied customer) "What do you mean?"

(SC) "It is important to me to partnership with my clients. Once I know the kind of business you are looking for, I can make every attempt to refer business to you. Would that be helpful?"

(Satisfied customer) "Thank you so much for offering to help!"

(SC) My pleasure! It would help if I had some of your brochures and cards."

(Satisfied customer) "Not a problem."

(SC) "By the way, could you help me?"

(Satisfied customer) "Sure, what can I do?"

(SC) "How many vendors service your business where YOU are the customer?"

(Satisfied customer) "About twelve."

(SC) "Do you think they would want to enjoy the same level of service I have provided to you?"

(Satisfied customer) "I am sure they would!"

(SC) "How do I contact these people?"

(Satisfied customer) "Here let me give you our most recent list of vendors."

(SC) "Would it be okay if I used your name as a referral when I contact these people?"

(Satisfied customer) "Sure I would be glad to help you."

Getting appointments at Trade Association Meetings and Chamber Meetings

(SC) "Jim, my name is _____. I have been wanting to meet you, I see your trucks/vans everywhere I go and you have a great reputation in the community."

(Prospect) "Thanks, we try hard!"

(SC) "Would you mind if I sat next to you this morning, I would love to learn more about your company and your success!"

(Prospect) "Sure, have a seat."

Do focus on only learning about his/her business not selling a truck!

(SC) "Some time when it is convenient, I would love to see your operation first hand. Also, I would love some of your business cards. I call on numerous businesses and individuals and if the opportunity arises would love to be able to refer your business."

(Prospect) "Sure come by any time...here are some cards."

(SC) "How about Tuesday or Thursday this week?"