

## What should I do?

### Trade, Trade+, Offer

#### 1.) Analyze The Lead

Before making contact, open their market report and view their vehicle. Do they have a VDP View history? Get to know their vehicles of interest.

#### 2.) Call first, then text, then email.

You'll have a higher chance of setting an appointment with a phone conversation first. Emails can get lost in the shuffle

## What should I say?

### Trade, Trade+, Offer

#### 1.) Talk About The Trade

Instead of trying to sell a new vehicle of interest, talk about their trade to get more details and confirm condition while building a relationship.

#### 2.) Set The Appointment

Tell the prospect that their car might be worth the high end of the range, even more, but you need to lay eyes on it to confirm. Be specific, set a time and date.

#### 3.) Keep It Short & Sweet

Once you set the appointment, talk about the trade to build rapport.

## What should I do?

### Payments

#### 1.) Analyze The Lead

Before making contact, look at the customer path. Are they payment focused or did they convert through multiple CTAs? Gather whatever certificates the lead has attached and review them.

#### 2.) Call first, then text, then email.

You'll have a higher chance of setting an appointment with a phone conversation first. Emails can get lost in the shuffle.

## What should I say?

### Payments

#### 1.) Focus on what's important to the customer and always keep it positive and optimistic.

**Shopping by Payment-** Talk to them about what they might be interested in vehicle-wise, use a consultative process. Discuss their needs versus wants and **only** discuss vehicles that fit their payment.

**Shopping Vehicle-** Research their vehicle of interest. Use value propositions to help set earlier appointments (Badges helps with this).

**Scheduling Test Drive-** Set sooner or now appointments. If you cannot get a sooner appointment, confirm the appointment time they specified.

#### 2.) Setting The Appointment

Let customer know they'll have opportunity to test drive the vehicle. Get an idea of what their payment would be on that vehicle.