

Proven Video Follow-Up Scripts for Car Dealers:

Turn More Leads Into Appointments and Sales

Script 1 - New Internet Lead

Goal: Reply within 15 minutes of receiving the lead, introduce yourself, confirm their interest, and invite them to the next step.

Length: 45–60 seconds

Suggested Script:

Opener:

"Hi [Customer Name], this is [Your Name] from [Dealership Name]. I just received your inquiry about the [Year Make Model] — thank you for reaching out!"

Value/Answer:

"I wanted to let you know it's [available/in stock], and I'm happy to send you a quick walkaround video or answer any specific questions you have about it."

Call-to-Action:

"When's a good time today or tomorrow for you to stop by and see it in person? I'll make sure it's pulled up and ready for you."

Tips:

- Stand in front of the actual vehicle they inquired about if possible.
- If the exact vehicle is unavailable, acknowledge it honestly and offer an alternative: "That one's already spoken for, but I have a [similar trim/model] available that I think you'll like."
- Always send the video via SMS when possible for higher open rates.

Script 2 - Trade-In Lead

Goal: Acknowledge their trade-in request, build trust with transparent valuation, and invite them to bring their vehicle in for an in-person appraisal.

Length: 45–60 seconds

Suggested Script:

Opener:

"Hi [Customer Name], this is [Your Name] from [Dealership Name]. Thanks for sending in the details on your [Year Make Model] — I've just reviewed your trade-in request."

Value/Answer:

"Based on the information you provided, the current market range for your vehicle is [Value Range]. That's using our TradePending Trade tool, so you're seeing the same transparent data we use here in the dealership."

Call-to-Action:

"The next step is a quick in-person appraisal so we can give you the most accurate number possible and lock it in. When would work better for you — today or tomorrow?"

Pro Tips:

- Always reference that the customer sees the same values the dealership uses — this builds transparency and trust.
- If possible, stand outside in front of the appraisal lane or used car lot to make the invite visual.
- If their vehicle's condition or mileage could affect the value, mention it upfront: "This is based on average condition and mileage. If your [Model] is in great shape, we might be able to do even better in person."
- Follow up the video with a text containing the same CTA for quick response.
- Use Trade+ Hot Leads report to prioritize follow-ups with customers returning to your website.

Script 3 - Showroom Visit Follow-Up

Goal: Recap their visit, reinforce the value of the vehicle they saw, address any objections, and invite them back before they move forward elsewhere.

Length: 45–60 seconds

Suggested Script:**Opener:**

"Hi [Customer Name], this is [Your Name] from [Dealership Name]. It was great meeting you [yesterday/earlier today] when you came in to see the [Year Make Model]."

Value/Answer:

"I just wanted to thank you for your time and remind you what makes this [Model] such a great fit for you — especially the [feature or benefit they liked most, e.g., fuel economy, warranty coverage, advanced safety features]."

Call-to-Action:

"I'd love to have you back in so we can wrap things up and get you driving your [Model] home. Would [specific day/time] work for you?"

Pro Tips:

- Stand beside or inside the actual vehicle they test-drove for maximum emotional connection.
- Reference something personal from their visit:
"I remember you mentioned this would be your son's first car — I think the safety features we reviewed will give you real peace of mind."
- Send the video the same day as their visit, ideally within a few hours.
- Pair with an email recap including photos or a brochure to keep them engaged.
- If using TradePending Video, check engagement stats — if they watch but don't reply, follow up with a quick call.

Script 4 - Dead Lead Revival

Goal: Re-engage a customer who has gone silent by providing a fresh reason to reconnect — new inventory, a special offer, or updated trade-in value.

Length: 45–60 seconds

Suggested Script:**Opener:**

"Hi [Customer Name], this is [Your Name] from [Dealership Name]. I know it's been a little while since we last spoke about the [Year Make Model] you were interested in."

Value/Answer:

"I wanted to reach out because we just [got in a similar model / had a price adjustment / have a special offer running] that I think you'll want to see. Also, the market for trade-ins has shifted — your [Year Make Model they own] could be worth more now using our updated TradePending Trade valuation."

Call-to-Action:

"If you've still got time this week, I'd love to show you the vehicle and get you an updated number. What works better for you — today or tomorrow?"

Pro Tips:

- Always lead with new value — never just "checking in." with a quick call.
- If inventory is limited, mention urgency:
"We only have one [trim level or color] in stock, and it's been getting a lot of interest."
- For trade-in angle, include a quick shot of you standing next to the appraisal lane or holding a clipboard to make the process feel easy.
- Use Trade+ Hot Leads to target customers who've revisited your website but haven't reached out again.
- Follow up the video with a text containing the offer or trade link for quick engagement.

Script 5 - Service-to-Sales

Goal: Leverage service visits to present customers with an upgrade opportunity, often where the trade value and current incentives make a new vehicle appealing.

Length: 45–60 seconds

Suggested Script:**Opener:**

"Hi [Customer Name], this is [Your Name] from [Dealership Name]. Thanks for bringing your [Year Make Model] in for service today."

Value/Answer:

"While it's here, I ran an updated trade value using our TradePending Trade tool — and based on today's market, you might be in a great position to upgrade to a newer model for close to what you're paying now."

Call-to-Action:

"If you have a few minutes before or after your service visit, I'd be happy to show you a couple of options. Would you like me to pull them up for you?"

Pro Tips:

- Record this right from the service lane with their vehicle in view — it's instant credibility.
- If the customer has high mileage or an older model, stress timing: "The market is strong right now, and this is the perfect time to get top dollar for your trade."
- Coordinate with your service advisors — they can prompt you when a customer with equity is in for maintenance.
- Keep it conversational — the key is to make it feel like a helpful opportunity, not a hard pitch.
- If they show interest, walk them straight to the relevant inventory.

Script 6 - Post-Sale Thank You & Referral Request

Goal: Thank the customer for their business, reinforce that they made the right choice, and encourage referrals while their excitement is fresh.

Length: 30–45 seconds

Suggested Script:**Opener:**

"Hi [Customer Name], this is [Your Name] from [Dealership Name]. I just wanted to personally thank you for choosing us and congratulate you on your new [Year Make Model]!"

Value/Answer:

"It was great helping you find the right fit, and I'm confident you'll enjoy [specific feature they loved] every day."

Call-to-Action:

"If you have friends or family looking for a vehicle, send them my way — I'll make sure they get the same great experience. And if you ever have questions about your [Model], you can reach me directly anytime."

Pro Tips:

- Stand next to or inside their newly purchased vehicle if you recorded the delivery.
- Mention something personal from the buying process — it shows you remember them.
- Keep tone warm, genuine, and celebratory — this is about relationship building.
- Follow up by text with your digital business card or dealership contact link.
- If your store offers a referral incentive, mention it here: "And don't forget — we have a \$100 referral bonus when your friends or family buy from us."

Personalization Tips That Increase Response Rates

The best scripts in the world won't deliver maximum impact unless they're delivered in a way that feels personal to the customer. Buyers can spot generic, mass-produced videos instantly — and they'll tune out. Here's how to make every follow-up stand out.

1) Use Their Name Early and Often

Say their first name within the first 5 seconds of the video. This instantly signals the message is meant for them.

Example: "Hi Sarah, this is Alex from Heritage Cadillac. I just got your request on the 2022 XT5..."

2) Reference Their Specific Vehicle Interest

Mention the year, make, and model they inquired about or drove. This makes the message feel relevant and focused.

Example: "I wanted to give you a quick update on the 2021 Audi Q5 you saw yesterday."

3) Mirror Their Communication Style

If they write in full sentences, be a little more formal. If they're casual in texts, match that tone. People respond better to messages that "sound like them."

4) Include Local or Situational References

Calling out a location, weather event, or dealership event shows you're talking to them, not blasting out a template.

Example: "It's a perfect day for a test drive here in Raleigh — sunny and 75!"

5) Mention a Personal Detail from Previous Interactions

If they told you it's their first car, a family vehicle, or a retirement gift, bring it up. This shows you were listening.

Example: "I know this truck will be perfect for those camping trips you mentioned."

6) Keep It Short and Human

Aim for 45–60 seconds. Speak naturally, smile, and imagine you're talking to a friend. Slight imperfections actually make you more relatable.

7) Always End with One Clear Next Step

Don't give them five things to do — give them one: confirm an appointment, reply to the message, or click a link.

Example: "Reply to this message to lock in your appointment for tomorrow at 10."

Tip from TradePending Users

Dealers using TradePending Video see better response rates when they:

- Send videos by SMS first (higher open/watch rates than email).
- Record in front of the actual vehicle when possible.
- Check engagement analytics and call immediately if the video is watched but no reply is received.

Common Mistakes to Avoid

Even the best video follow-up tools and scripts won't drive results if they're delivered poorly. These are the most common pitfalls we see in dealerships — and how to avoid them.

1) Making the Video Too Long

Customers have short attention spans, especially for follow-up. Anything over 60 seconds risks losing their attention before you deliver your CTA.

Fix: Stick to the script format — Greeting → Value → Clear Next Step. Aim for 45–60 seconds max.

2) Forgetting a Clear Call-to-Action (CTA)

If you don't tell the customer exactly what to do next, they won't do it.

Fix: End every video with a single, specific CTA:

"Reply to this message to confirm your appointment."

"Click the link to see your trade value."

3) Poor Lighting or Background

A dark, noisy, or cluttered setting can distract from your message and feel unprofessional.

Fix: Record in a well-lit area, ideally next to the vehicle. Avoid background noise from service bays or the lot when possible.

4) Sounding Overly Scripted

Reading word-for-word from a teleprompter can make you sound robotic and insincere.

Fix: Memorize the bullet points, not every word. Smile, use natural pauses, and speak like you would to a customer in the showroom.

5) Delayed Follow-Up

The effectiveness of video drops sharply if it's sent hours (or days) after the lead arrives or visit occurs.

Fix: Make video part of your speed-to-lead process. With TradePending Video, you can record and send within minutes.

6) Overloading the Message

Cramming multiple offers, features, and CTAs into one video overwhelms the customer.

Fix: Focus on one message and one action per video. You can always send additional videos later in the process.

7) Not Using Engagement Data

If you don't track who's watching your videos, you're missing opportunities to follow up at the right time.

Fix: Use tools like TradePending Video with built-in watch and click tracking. Call or text customers who watched but didn't reply — while your message is still fresh in their mind.

Conclusion & Action Steps

Every lead matters. Whether it's an internet lead, a trade-in request, or a customer who just left your showroom, your ability to connect quickly and authentically will determine whether they buy from you, or the dealer down the street.

As we've seen from real-world results at Audi Mississauga, Heritage Cadillac, and AMG dealer clients, personalized video follow-up builds trust, speeds up buying decisions, and consistently boosts appointment and close rates.

With TradePending Video, sending these scripts takes minutes, no special equipment, no editing, no complicated software. Just you, your phone, and a proven process.

Your Quick-Start Plan

- 1.) **Pick One Script** – Start with the "New Internet Lead" or "Trade-In Lead" video script from this guide.
- 2.) **Record & Send Today** – Use TradePending Video to reply within 15 minutes of receiving a lead.
- 3.) **Track Engagement** – Watch for customers who view your video but don't respond — call them immediately.
- 4.) **Expand** – Add more scripts into your process once your team is comfortable.
- 5.) **Review Results Monthly** – Measure appointment set, show, and close rates for leads receiving video follow-up.