

# PHONE AND INTERNET ENQUIRY WORKSHOP V2



GTE TRAINING AND DEVELOPMENT

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## PHONE ENQUIRY TRAINING — INTRODUCTION AND KEY OUTCOMES

### Purpose:

To empower sales staff with the skills to turn phone enquiries into qualified leads with minimal delay—by building rapport, sparking interest, fostering engagement, and motivating potential buyers to visit the dealership—and to maximize the value of part-exchange offers.

### 1. Building Rapport Quickly

- Objective: Establish trust within the first 20–30 seconds
- Key Techniques:

Personalised greetings using name and context

Warm tone & active listening to make callers feel genuinely heard

Expected Outcome: Callers feel instantly at ease and open to conversation, leading to a smoother info-sharing exchange

### 2. Creating Interest and Engagement

- Objective: Switch from routine call to exciting conversation
- Key Techniques:

Ask targeted questions (e.g., “What features are top priority for you?”)

Mirror their enthusiasm and reflect back their priorities

Share standout benefits quickly (“This model gives you best-in-class fuel economy at an affordable price.”)

Expected Outcome: Callers become curious and emotionally invested and seeing the vehicle as a real and relevant solution

### 3. Motivating a Dealership Visit

- Objective: Shift from inquiry to showroom appointment
- Key Techniques:

Leverage urgency and exclusivity (“We have a demo available tomorrow—would that work for you?”)

Highlight visit perks (“We offer a complimentary first-service check and loan vehicle.”)

Confirm commitment (“...so shall I book you in for Friday at 2 pm?”)

Expected Outcome: Callers agree to an in-person appointment, with clear expectations of date, time, and vehicle focus

### 4. Maximising Trade-In Engagement

- Objective: Position trade-in as an easy value exchange
- Key Techniques:

Ask early value questions (“What year/make/mileage is your current vehicle?”)

Preview instant valuation benefits (“If it qualifies, we may offer priority trade-in pricing during your appointment.”)

Set next steps clearly (“Bring the registration papers and we’ll do a live appraisal together.”)

Expected Outcome: Callers feel confident that their old vehicle will be fairly evaluated—and are more likely to convert

## 5. Three common concerns and requests

### Strategies to deal with

- What the best price
- What mine worth
- Do you have
- Phone offer disclaimer

### Summary of Key Outcomes

Fast rapport	Strong connection in 30 seconds → smoother conversations
Engaging dialogue	Caller asks questions, shows interest, and stays on the call
Visit bookings	Agreed appointments with date, time and focus vehicle
Trade-in readiness	Callers prepared to bring in trade value documents
Smile pad	Print and use as your call template
Common requests	Have confidence when dealing with customers questions
Internet enquiry	Follow up strategy to increase opportunities

### The program is broken into three parts

What

Why

How

This simplifies the process and enables the salesperson to be flexible on the call.

**IMPORTANT!**

Learn the concepts and word tracks first as reading it will sound just like that.

By completing this module, your sales team will confidently transform routine calls into high-engagement leads—creating interest, scheduling visits, and unlocking trade-in potential right over the phone.

PHONE SALES ENQUIRY	WHY	HOW
Answer the phone in 3-5 rings	Professional	Prepared and practiced
Welcome with your first name last	Encourages the customer to introduce themselves and call you by name	Good morning welcome to This is/ you're speaking with/ my name is...
Offer service and confirm their name	Relaxes the customer	Be happy to do that for you and I am speaking with
Ask three or four relevant questions	Build commitment	For me to do that may I ask you a couple of quick questions, what appeals to you about that vehicle, have you driven the vehicle yet, when are you considering buying, would you consider a demo, late model used vehicle (if no stock available)
Offer to research request and add three (3) other services	Shows interest and gives you a reason to call back	USED: I will also get you klms, service history, and number of owners, warranty options NEW: Availability, colours, features, accessories and equipment, rebates and incentives
Ask for their contact details	Test trust	That should only take about 4 or 5 minutes or so what is your best number to call back
<b>Segway to trade</b>	<b>Set up appointment</b>	<b>By the way do you have a vehicle you are considering selling or trading</b>
Make a recommendation	Segway	YES: May I make a suggestion if you're close by bring your vehicle in and I will organise our valuation team to do some research and come up with the best price for you. NO: That's great, may I make a suggestion if you're close by come in and we can look at some options for you and if you have time take test drive and I can give you all the information you need to take away.
Ask for appointment at the dealership	Test commitment	We can then check out your options and put together some figures if you like. When is the best time to drop by, this morning or...?
<b>Offer go to them</b>	<b>Builds value in dealing with you</b>	<b>To save you time I am more than happy to bring the vehicle to you</b>
Build commitment with Courtesy	Increase shows	Parking can be a bit difficult so I will keep an eye out for you, which way will you be coming from? (Give directions) Check what they are driving is the trade.
Confirm your name and contact details	Builds team commitment	If you can't make it or are delayed, just give me a quick call and we can reappoint, and if anything happens my end, I will do the same. (Do you have a pen handy) Ask for their email address to send directions and parking
Build anticipation and hang up last	In case they have a last-minute request	Look forward to catching up at...I am sure we will work something out for you
<b>If out of town or want to buy ask for a deposit</b>	<b>If out of town or want to buy</b>	<b>In this situation to secure the vehicle and price we let you pay a deposit with a credit card of \$xxx. It supports your offer when I present it to management. I won't process it unless management agree to your offer. Is it Visa or...</b>



INBOUND PHONE ENQUIRY TEMPLATE	
Good morning welcome to This is/ you're speaking with/ my name is...	
Be happy to do that for you and I am speaking with	
For me to do that may I ask you a couple of quick questions, what appeals to you about that vehicle, have you driven the vehicle yet, when are you considering buying, would you consider a demo, late model used vehicle (if no stock available)	
<b>USED:</b> I will also get you klms, service history, and number of owners, warranty options  <b>NEW:</b> Availability, colours, features, accessories and equipment, rebates and incentives	
That should only take about 4 or 5 minutes or so what is your best number to call back	
<b>By the way do you have a vehicle you are considering selling or trading</b>	
<b>YES:</b> May I make a suggestion if you're close by bring your vehicle in and I will organise our valuation team to do some research and come up with the best price for you.  <b>NO:</b> That's great, may I make a suggestion if you're close by come in and we can look at some options for you and if you have time take test drive and I can give you all the information you need to take away.  We can then check out your options and put together some figures if you like. When is the best time to drop by, this morning or...?	
<b>To save you time I am more than happy to bring the vehicle to you</b>	
Parking can be a bit difficult so I will keep an eye out for you, which way will you be coming from? (Give directions) Check what they are driving is the trade.	
If you can't make it or are delayed, just give me a quick call and we can reappoint, and if anything happens my end, I will do the same. (Do you have a pen handy) Ask for their email address to send directions and parking	
Look forward to catching up at...I am sure we will work something out for you	
<b>Out of town caller</b>  <b>In this situation to secure the vehicle and price we let you pay a deposit with a credit card of \$xxx. It supports your offer when I present it to management. I won't process it unless management agree to your offer. Is it Visa or...</b>	

# SMILE



Thank you for calling\_\_\_\_\_ this is \_\_\_\_\_

I will be happy to get that for you and I'm speaking with\_\_\_\_\_

So I can get that for you may I ask you a couple of quick questions

Customer criteria questions	
What is important to them	
Features and accessories	
Colour	
Timing	
Dealt with us previously	
Do you live or work locally?	

Vehicle options\_\_\_\_\_

Accessories/equipment\_\_\_\_\_

Will you also require some payment options \_\_\_\_\_

That will take a couple of minutes to check availability, other options, *service history*, *owners* and any promotions that are coming up, what is your best number there\_\_\_\_\_

## BY THE WAY

Do you have a vehicle you are selling or trading\_\_\_\_\_

Great may I make a suggestion, why not come in and we will organise a free valuation and look at all the options available to you: When would be the best time this morning or the afternoon

Time \_\_\_\_\_ Day\_\_\_\_\_ Date\_\_\_\_\_

Give your contact details and directions to dealership using landmarks and off ramp numbers as well as parking details. Explain that if the get held up just to give you quick call and you will offer them the same courtesy

Look forward to meeting them/Hang up last

## THREE COMMON REQUESTS AND PHONE DISCLAIMER

### What's your best price?

- Most people are interested in price. Are you currently researching and gathering product knowledge or are you further down the purchasing process.
- Prices over the phone can be risky, because they're usually subject to some conditions, so to protect our customers we prefer to deal in person and give them all the relevant information so they are in a position to make an informed decision.
- Management from time to time may offer a rebate, however in my experience the price is best discussed in person and speaking of in person when are you available to drop by.
- I am more than happy to organise a price for you and I am sure you will agree that will depend on timing, accessories and model, when is the best time?
- Price is important, but so many times I hear of customers getting a great price only to hate the vehicle. Let's make sure the vehicle is right and I will get the price right.
- A great price on the wrong vehicle is a waste of time

### What's My Trade Worth?

- Good question, what is your vehicle worth? I'm sure you want a fair price and hopefully you will appreciate, a ballpark figure at this stage probably wouldn't be fair on me and it certainly wouldn't be fair on you. When trading a vehicle today there are a lot of things to take into consideration.
- Values are changing all the time and the only way to ensure the best price is to have the vehicle valued correctly, this can be done either here at the dealership or if you prefer, I can come to you at home or at work at a time that is convenient to you.

### Do You Have?

- We have over\_\_\_\_\_vehicles in stock, however if we don't currently have your preferred vehicle in stock, we can usually source it fairly quickly as we have new stock arriving all the time.

### Phone Offer Disclaimer

- It is not unusual for us to see disappointed customers who have been misled over the phone that is why we prefer to look at the big picture and give you all the information you require.
- It's safer to do things in person so when is the best time to drop in here or if you prefer, I can meet you at home or the office at a time that is convenient to you.





## INTERNET ENQUIRY

INTERNET SALES ENQUIRY	Why	How
AUTOMATIC RESPONSE	Show interest and professional	<i>Thank you for your enquiry for...You will be contacted by our Internet manager (Name) by phone if appropriate regarding the vehicle and options available and they will answer all your questions ensure your requirements are met. Thanks again</i>
OUTBOUND PHONE CALL	Set up a test drive and identify location of buyer	Hello, my name is... I am the Internet manager at... do you have a moment to speak? The reason for the call is if you are local to us to arrange a test drive for you, may I ask where you are located?
ASK FOR THE BUSINESS IF APPROPRIATE	If out of area and wants to buy. Test commitment	We sell a lot of vehicles in that area, most times the customer wants to secure the vehicle and we let you pay a small deposit of \$xxx and process the paperwork. I may be able to arrange a free delivery service to xxx this month; may I ask is this what you would like to do?
LEAVE A MESSAGE, TEXT OR EMAIL IF NO CONTACT HAS BEEN MADE	Consistent communication in case we have not contacted them by phone	<i>Hi... My name is xxx. I'm your Internet Manager calling from &lt;DEALERSHIP&gt; in response to the Internet enquiry you made on.... We are the accredited Dealership in your area, which means we meet the strict no-hassle, no-haggle requirements. I'm here to guide you through the process, and to make sure you get the vehicle you want <b>at</b> a great price. I will call you on the number indicated to discuss your enquiry and put together a proposal for you. If that is inappropriate, please let me know.</i> <i>PS. Feel free to call me on xxx (Preferably a free number) and I will be happy to discuss this vehicle and a couple of other options that may interest you.</i>
SECOND PHONE CALL	Build commitment and value	Introduce other benefits such as finance, ease of dealing with the trade. Additional vehicles, factory incentives and any discounts available
TEXT OR EMAIL FOLLOW UP		
THIRD PHONE CALL	Clarify if they are still in the market	Confirm if they want you to take them off the call list
TEXT OR EMAIL FOLLOW UP		
IF NO CONTACT MADE		
Four (4) day follow up	Perhaps you have not had the time to respond to my previous e-mails. Maybe you are not completely comfortable with this process yet and need to know more about us. Not only do we have a broad selection of vehicles and extremely competitive pricing, it is our commitment to you that sets us apart from others. Include a testimonial	
Eight (8) day follow up	<p>What happened? Did we not meet your expectations? Were we unable to contact you? Maybe we did not have the vehicle you were looking for?</p> <p>I started this division in the hope that we might help change the way Australians purchase vehicles. We have been successful with over xxx People.</p> <p>How did we fall short for you? In order for us to continue to meet the changing needs of our customers, I need feedback. Please take a minute of your busy day and let me know if you were contacted by one of our team, either through e-mail, phone message, or actual conversation and I will send a little gift in the mail.</p> <p>Even better: If you are still looking for a new vehicle, please call me directly. It will be my pleasure to give you all the information you require for you to make an informed decision.</p>	
Final follow up	It seems like you may have bought or not quite ready to purchase that new vehicle just yet. Please feel free to bookmark our site and refer to it, as we have new stock and promotions all the time. Good luck in the hunt for your new vehicle!	

TAKE AWAY

## GTE

Graham (GTE) leads over 100 workshops annually, focusing on leadership, sales, fixed operations, and customer experience. He's the founder of Success Resources International, a Registered Training Organisation based in Brisbane, and the Managing Director of GTE Training and Development in New Zealand.

Originally from North Wales, Graham has spent 17 years in Australia (2001 – 2019) after more than two decades in New Zealand. His background includes service in both the Royal Navy and the Royal New Zealand Navy.

He's married to Shelley, a Kiwi from the Bay of Islands, and together they have two children Mackenzie and Gareth, along with four grandchildren: Hudson, Avyana, Reo and Vivienne.

Graham (GT) is a highly regarded coach and workshop facilitator specialising in leadership, sales, service and customer experience. He brings a wealth of expertise with the following qualifications:

- Advanced Diploma of Leadership and Management
- Diploma in Automotive Management
- Diploma of Training and Education and Design
- Certificate IV in Finance and Mortgage Broking
- Certificate IV in Business Sales
- New Zealand Certificate in Marketing
- NLP Practitioner



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