

Facebook, Instagram and TikTok First Call Script

Hello _____ this is _____ with _____ . I was calling today because you recently clicked on one of our Facebook/Instagram/TikTok ads and submitted your information. I wanted to start by asking a few questions so I can better serve your needs.

1. What are you currently driving?
2. If you were to get a new vehicle, would you be trading your current one in?
3. Have you done any research on what your trade is worth?
4. What features are important to you in a vehicle?
5. If you were going to get a new vehicle, are you looking to buy or lease?
6. Who is your current vehicle financed with?
7. What is your timeline for purchasing a vehicle?

The script is very short. It doesn't need to be long. The goal is to ask questions and get the customer talking about their situation. Help them do the research on their trade value, new vehicle and financing. Be helpful, transparent and informative. The customer is more than likely very leery of car dealerships and salespeople. They typically have not done much research yet and if you seem pushy and aggressive, they will tell you they are not looking.

