



Up Recycler™ Voice Messaging Scripts

This script library is designed to go with the Automotive Unleashed Module 8 A module on Up Recycler™ Voice Messaging.

It's important that you've gone through this training first, before simply implementing these!

Below you will find specific sequences that map to Independent Dealer pain points.

- 1) Increase Number of Ups / Conversions
- 2) Generate Referral Business
- 3) Inventory Acquisition
- 4) Monthly Bulk Broadcast



1) Increase Up Conversion and Ups:

This is a 3-part sequence to drive potential customers back into the dealership.

It is critical that you follow the timeline indicated below to achieve maximum results!

Message 1: 24 Hours after receiving lead

Message 2: 72 Hours after receiving lead

Message 3: 7 days after receiving lead

We are working the database to maximize follow-up. This is a major problem for all of dealership –used and new.

The first message is a Goodwill Message from the dealer principle. The second and third messages are from the “sales manager”, and are designed to generate a call back.

The timing is critical!

Message 1: Next Day After Lead Comes In

Hi this is {{dealer-principal name}} with <Insert Dealership Name>. I’m the owner, and wanted to reach out personally to find out why we were not able to meet your needs.

Would you call me and share your experience to see if there is anything I could do to help.

My number is 555-1212. Again that’s 555-1212. This is {{dealer-principal name}} with <Insert Dealership Name>.

Message 2:

Hi this is {{insert name}} with <Insert Dealership Name>. I’m the <Sales Manager>.

I know <insert owners name> reached out to you yesterday. He asked me to give you a call as well to see what I can do to help. I’d love the opportunity to see if there is something we can do to make this work for you.

Give me a call back direct at: My best number is 555-1212. Again that’s 555-1212. This is {{dealer-principal name}} with <Insert Dealership Name>.



Message 3:

Hi this is {{insert name}} Sales Manager with <Insert Dealership Name>. I reached out to you earlier this week.

I understand we haven't been able to put something together for you. Our dealership had had a big week, with lots of trades and fresh inventory from the auction. Please give me a call to see if one of these vehicles better meets your needs.

Give me a call back direct at: My best number is 555-1212. Again that's 555-1212. This is {{dealer-principal name}} with <Insert Dealership Name>.



2) Generate Referral Business: Automated Referral System

This is a 1-part sequence to build rapport with recent customers and possibly generate referrals to friends & family.

Ideally, these messages are sent out once a month to all sales from the previous month. The goal is to generate a goodwill referral.

Referral

Hey this is {{your name}} with <insert dealership name>. I just wanted to take a moment to thank you for your business. I would really appreciate the opportunity to share the great experience you had with someone else.

If you could take a moment to think about the next person you know who is buying a vehicle and allow me to help them I would greatly appreciate it.

My direct number is 555-1212.

Oh, and don't forget, anyone you send to me that buys a vehicle, I'll send XYZ Dollars (typically \$200)!

Again this is {{your name}} at 555-1212



3) Inventory Acquisition Inventory Buy-Back

This is a 1-part sequence to generate possible purchase leads from surrounding community.

Ideally, these messages are sent out once a month based on dealership requirements.

Sorry I missed you.

This is {{your name}}, and I'm owner at <insert dealership name>.

We are aggressively searching for vehicles in our marketing campaign to help us avoid the auction.

I'd love to give you a Free Appraisal on your vehicle today, and possibly buy it. I'm prepared to write you a check on the spot.

Please give me a call at 555-1212. Once again, it's 555-1212.

Thank you so much <insert name>



4) Monthly Bulk Broadcast

This is a 1-part sequence to generate additional Ups from any of the leads that had fallen through the system.

This message is sent out once a month based on dealership requirements.

Sorry I missed you.

This is {{your name}}, and I'm the <Sales Manager name > at <insert dealership name>. I had reached out earlier this month, and wanted to try you one final time.

We've had a big month here, and have lots of trades and fresh inventory from the auction. Please give me a call to see if one of these vehicles would better meet your needs.

My direct number is 555-1212. Again that's 555-1212. This is {{ Sales Manager name }} with <Insert Dealership Name>.

Thank you so much <insert name>