

CAR SALES SURVIVAL SERIES

# Complete Script Library

8 Professional Scripts for New Automotive Salespeople

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Bruce Huddleston

Bedrock Heritage Publishing

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This script library is the companion resource to *The Complete Car Sales Survival Guide*. These scripts are built for real situations — the phone rings, a customer walks in, an appointment no-shows. You handle them the same way every time, with a script that works. Use these as your foundation. Adapt the words to your voice. But learn the structure first.

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## SCRIPT 1

# Inbound Phone Call

Use when a customer calls in response to an ad, online listing, or general inquiry. Your goal: collect their information, understand their situation, and set a specific appointment.

### GREETING

***"Thank you for calling [Dealership Name]. This is [Your Name]. How can I help you today?"***

Warm, clear, and professional. Say your name distinctly so they remember it.

### COLLECT NAME

***"Before we get started, may I get your name?"***

Get the name early. Use it throughout the call. People respond when you use their name.

### COLLECT PHONE

***"And what's the best number to reach you at, [Name]? Just in case we get disconnected, I want to make sure I can reach you."***

Framing it as "in case we get disconnected" removes any feeling of being collected. It's practical, and they almost always give it.

### COLLECT EMAIL AND ASK PERMISSION TO TEXT

***"Do you have an email address you'd like me to use for anything I send over? And would it be all right if I reached out by text as well? I find it's usually faster if I can send you the address, a pin drop for directions, and any information on the vehicle so you have it right on your phone."***

Always ask permission before texting. Explaining why texting is useful makes it feel like a service, not an intrusion. Most people say yes.

### UNDERSTAND THEIR SITUATION

***"Tell me a little about what brought you in today. Are you calling on a specific vehicle you saw, or are you in the early stages of figuring out what you're looking for?"***

Open-ended. Let them talk. The more they tell you, the better you can help them and the more invested they become in the conversation.

### QUALIFYING FOLLOW-UP

***"What's most important to you in your next vehicle? And what are you currently driving?"***

Two questions that give you your buyer type and their trade situation without asking directly. Listen carefully to which one they talk more about.

### HANDLE PRICE QUESTION — RESPOND, DON'T ANSWER

***"That's a great question, and honestly, the best way for me to give you accurate information on that is to get you in. The price is going to depend on a few things: your trade, any down payment, and financing. I want to make sure I'm giving you real numbers, not a guess over the phone. What I can do is have everything ready for you when you come in so we're not wasting your time."***

Never quote a price cold on the phone. You don't have enough information, and any number you give becomes an anchor that works against you. Redirect to the appointment.

### SET THE APPOINTMENT

***"Based on what you've shared, I'd love to get you in so we can look at the right options together. I have an opening [Day] at [Time — use quarter hours, e.g. 2:15 or 4:45], or [alternate day and time]. Which works better for you?"***

Always offer two specific options. Give them a choice between two yeses. Quarter-hour times sound like a real calendar and signal that you're organized.

### CONFIRM AND GIVE LANDMARK

***"Perfect. So I have you scheduled for [Day] at [Time] with me, [Your Name], at [Dealership Name]. We're located at [Address] — the easiest landmark is [nearby landmark]. If you'd like, I can send you a pin drop by text right now so you have it on your phone."***

The landmark is critical. An address alone means nothing if they don't know the area. Give them something they can picture. The pin-drop offer is a natural use of the text permission you already have.

### CONFIRM NAME AND CLOSE

***"And I've got you as [Name]. Did I get that right? Great. I'll see you [Day] at [Time]. If anything comes up before then, feel free to call or text me directly at [Your Number]. I'm looking forward to it."***

Repeat their name, confirm the appointment, and give them your direct number. Personal contact signals that you're accessible and takes some of the dealership-as-institution feeling out of it.

## SCRIPT 2

# Outbound Call — Internet Lead or Previous Inquiry

Use when following up on a submitted form, an online inquiry, or a customer who came in previously but didn't purchase. Your goal: information, connection, appointment.

### OPENING

***"Hi, is this [Name]? Great, this is [Your Name] calling from [Dealership Name]. You [submitted an inquiry / came in last week / reached out about a vehicle], and I wanted to follow up personally. Did I catch you at a decent time?"***

Always ask if it's a good time. It shows respect and immediately sets you apart from robocalls and pushy follow-ups.

### IF YES, CONTINUE

***"I appreciate that. I just wanted to make sure someone actually reached out to you, because I know it can feel like you submit a form and nobody follows up. I'd love to understand a little more about what you're looking for so we're ready for you when you come in."***

Position yourself as the exception, not the rule. Most internet leads get called by a robot or a generic follow-up. Make it personal.

### QUALIFY

***"Are you still looking for [vehicle type / vehicle they inquired about]? And what's your situation — are you replacing something, adding a vehicle, or just starting to explore options?"***

### HANDLE PRICE QUESTION

***"I completely understand wanting to know the numbers before you come in. That's smart. What I'd rather do is make sure I have the right vehicle ready for you and then go over everything together. I can get you real numbers when I know more about your situation. It'll save us both time."***

### SET APPOINTMENT

***"Here's what I'd suggest — let me get you scheduled for a time when I can focus on you specifically. I have [Day] at [Time] or [alternate]. Which works better?"***

## CONFIRM

***"Perfect. [Day] at [Time] with me, [Your Name], at [Dealership Name] on [Address], right [landmark]. I'll send you a text confirmation with the address and a pin drop so you have it. What's the best number for that?"***

Even if you already have their number, confirming it shows attention to detail — and sending the pin drop immediately after the call turns the text permission into an immediate value.

### SCRIPT 3

## Follow-Up Call After Visit, No Purchase

Use within 24–48 hours of a customer who visited but did not purchase. This is one of the highest-value calls you can make and one of the most neglected.

### OPENING

***"Hi [Name], this is [Your Name] from [Dealership Name]. I just wanted to reach out personally and say thank you for coming in [yesterday / earlier this week]. I really enjoyed talking with you, and I want to make sure I answered everything you needed."***

No pressure. No "so are you ready to buy?" Just a genuine thank you and a check-in. This call surprises most customers because most salespeople never make it.

### CHECK IN

***"Did you have a chance to think about the [vehicle] any more? And is there anything I didn't cover that would help you feel more confident about the decision?"***

You're not pushing. You're offering. There's a significant difference, and customers feel it.

### IF THEY'RE STILL CONSIDERING

***"That makes complete sense. I'd rather you feel good about it than rush anything. Can I ask what the one thing you're still working through is? Sometimes I can answer something that makes it a lot clearer."***

Draw out the specific objection. Vague hesitation is hard to resolve. A specific concern gives you something to work with.

### OFFER TO COME BACK IN

***"If it would help, I'd be happy to have you come back in and take another look or do another drive. No pressure at all — I want to make sure you have everything you need. I have [Day] at [Time] if that works."***

### IF THEY'RE NOT INTERESTED

***"I completely understand, and I appreciate you letting me know. If anything changes, or if you have a friend or family member looking for a vehicle, I'd love the opportunity to help them the same way. Would it be all right if I stayed in touch?"***

Plant the referral seed without making it the point of the call. Asking to stay in touch is low-pressure and keeps the door open.

## SCRIPT 4

# Appointment Reminder

*Send the day before the scheduled appointment. Text is preferred — less intrusive and more likely to be seen.*

### TEXT VERSION

***"Hi [Name], this is [Your Name] at [Dealership Name], just a friendly reminder that you're scheduled for tomorrow, [Day] at [Time]. We're at [Address], right [landmark]. Reply here if you need to reschedule or if you have any questions before you come in. Looking forward to seeing you."***

Keep it short and practical. Include the landmark every time — don't assume they remember. Inviting a reply makes it feel like a two-way conversation, not a broadcast.

### CALL VERSION

***"Hi [Name], this is [Your Name] from [Dealership Name]. I just wanted to give you a quick call to confirm we have you scheduled for [Day] at [Time]. We're right [landmark on Address]. Is that still a good time for you?"***

If they confirm, great. If they need to reschedule, offer two new times immediately. Don't let them hang up without a new appointment on the books.

### IF THEY NEED TO RESCHEDULE

***"No problem at all — I want to make sure it works with your schedule. I have [new option 1] or [new option 2]. Which one works better?"***

## SCRIPT 5

# Missed Appointment

*Use within an hour of a no-show. Keep it warm, not accusatory. Life happens — your job is to get them back on the calendar.*

### TEXT FIRST

***"Hi [Name], this is [Your Name] at [Dealership Name]. We had you scheduled for [Time] today and wanted to make sure everything is okay. No worries at all if something came up — I'd love to find a time that works better for you. I have [option 1] or [option 2] this week. Just reply here and we'll get you set up."***

Text before calling a no-show. It's less confrontational and more likely to get a response. The tone is concern, not frustration.

### FOLLOW-UP CALL IF NO TEXT RESPONSE

***"Hi [Name], this is [Your Name] from [Dealership Name]. I just wanted to reach out personally. We had you down for [Time] today and wanted to make sure everything's all right. If something came up — absolutely no problem. I'd love to get you rescheduled when the timing is better. I have [option 1] or [option 2] — either one works?"***

## SCRIPT 6

# Voicemail

*Keep it under 30 seconds. Voicemails that are too long get deleted before they finish. Give them one clear reason to call back.*

### STANDARD VOICEMAIL

***"Hi [Name], this is [Your Name] calling from [Dealership Name]. I'm following up on [the vehicle you inquired about / your visit earlier this week / your appointment], and I wanted to make sure I personally answered any questions you might have. You can reach me directly at [Your Number] — that's [repeat number]. I look forward to hearing from you. Have a great day."***

Say your number twice, speaking clearly each time. Nothing is more frustrating than a voicemail where you can't catch the number. Saying it twice removes that friction completely.

### VEHICLE-SPECIFIC VOICEMAIL

***"Hi [Name], this is [Your Name] at [Dealership Name]. I'm calling because the [year/make/model] you were interested in is still available, and I wanted to make sure you had the chance to see it before it moves. Please give me a call at [Your Number] — [repeat number] — or feel free to text me there. I'd love to get you in this week."***

Creating mild urgency around a specific vehicle is legitimate when it's true. Don't manufacture urgency — but if the vehicle is popular or inventory is limited, say so.

## SCRIPT 7

# Text Message Scripts

*Text is the most effective communication channel for most customers today. Always identify yourself and your dealership in every text. Keep texts conversational and short.*

### FIRST CONTACT TEXT — AFTER PERMISSION GRANTED

***"Hi [Name], this is [Your Name] from [Dealership Name]. Great talking with you. Here's our address and a pin drop so you have them for [Day] at [Time]. [Insert pin drop link]. Let me know if anything comes up or if you have any questions before you come in."***

### VEHICLE FOLLOW-UP TEXT

***"Hi [Name], [Your Name] at [Dealership Name]. Just wanted to follow up on the [vehicle] we talked about. It's still here, and I'd love to have you take another look. Are you free [Day] at [Time] or [alternate]?"***

### APPOINTMENT REMINDER TEXT

***"Hi [Name], a reminder from [Your Name] at [Dealership Name]: you're scheduled for tomorrow at [Time]. Right [landmark on Address]. Reply if you need anything. See you then."***

### DAY-OF CHECK-IN TEXT

***"Good [morning/afternoon] [Name] — [Your Name] here at [Dealership Name]. Looking forward to seeing you at [Time] today. I'll have everything ready for you when you arrive."***

A day-of text makes the customer feel expected and prepared. It also reduces no-shows because they know someone is specifically waiting for them.

### AFTER VISIT — NO PURCHASE

***"Hi [Name], [Your Name] from [Dealership Name]. Really glad you came in today. If anything comes up or you have questions, don't hesitate to reach out. The [vehicle] will be here — just let me know if you'd like to come back for another look."***

## SCRIPT 8

# Objection Handling

*Remember: respond, don't answer. An answer gives them a number or commitment before you have enough information. A response acknowledges the concern and moves toward the appointment.*

**OBJECTION: "HOW MUCH IS THE CAR?"**

*"That's going to depend on a few things — whether you have a trade, any down payment, and how you want to structure the financing. I want to give you accurate numbers, not a rough estimate that might not apply to your situation. The best way to do that is to get you in so we can look at the whole picture together. I can have everything ready for you. I have [Day] at [Time] or [alternate] — which works better?"*

**OBJECTION: "WHAT ARE MY PAYMENTS GOING TO BE?"**

*"Payments will be based on your credit, your down payment, the vehicle, and the term length — there are a few moving parts. What I can tell you is that my job is to get you to a payment that works for your budget. The only way I can do that accurately is to sit down with you. Can we get you in at [Day/Time] so we can put together some real numbers?"*

**OBJECTION: "WHAT WILL YOU GIVE ME FOR MY TRADE?"**

*"That's going to be determined by our appraisal team based on the mileage, condition, and current market — and I want to make sure you get every dollar it's worth. The fastest way to find that out is to bring it in. When can you come by? I have [Day] at [Time] if that works."*

**OBJECTION: "I NEED TO THINK ABOUT IT"**

*"I completely understand — this is a significant decision, and I'd never want you to rush it. Can I ask what specifically you'd like to think over? Sometimes there's something I can answer right now that makes the decision a lot clearer."*

Move vague hesitation to a specific concern. Vague hesitation can't be resolved. A specific concern can.

**OBJECTION: "I'M JUST SHOPPING AROUND"**

*"That's smart — it makes sense to look at your options. Can I ask what you're comparing? I want to make sure that when you compare, you're looking at similar vehicles and terms so it's a fair comparison. And if I can save you some time by having everything ready when you come in, I'd love to. I have [Day] at [Time] or [alternate] — even a quick visit might save you a few stops."*

**OBJECTION: "I NEED TO TALK TO MY SPOUSE"**

***"Of course — these are decisions you want to make together. What do you think your spouse is going to want to know most? Maybe I can answer that right now so you can go home with the full picture. And if it would be easier, you're both welcome to come in together — I can have everything ready for both of you. I have [Day] at [Time] if that works."***

Offer to include the spouse rather than treating it as an obstacle. Getting both decision-makers in front of you at the same time is almost always better than one person relaying information to another.

**OBJECTION: "THE PAYMENT IS TOO HIGH"**

***"I hear you — nobody wants to feel stretched on a payment. Can I ask whether it's higher than you expected, or higher than you can actually manage each month? Because those are two different things, and I'd like to make sure I understand which one we're working with."***

Separate the two possible meanings before responding. The solution for "higher than expected" is different from the solution for "higher than my budget." Don't guess which one it is.

**OBJECTION: "I'M NOT COMING IN UNLESS YOU GIVE ME A PRICE FIRST"**

***"I completely respect that, and I want to be straight with you — the reason I can't give you an accurate price over the phone is that I don't have enough information yet. If I give you a number now and it's off when you get here, that's worse than not having a number at all. What I can promise you is that when you come in, I'll have real numbers ready, and we won't waste your time. Even thirty minutes could give you everything you need to make a decision. I have [Day] at [Time] — would that work?"***

# Appointment Setting Rules

**Always use quarter-hour time slots.**

"I have an opening at 2:15 or Thursday at 10:45" sounds like a real calendar. Round numbers sound like placeholders. Quarter-hour times signal organization and that you're treating their appointment seriously.

**Always give them two options.**

"Would [Time 1] or [Time 2] work better for you?" Both options are a yes. You're giving them a choice, not asking an open question that could lead to "neither."

**Always give a landmark.**

An address means nothing if they don't know the area. Give them something they can picture: "right across from the HEB on South Main" or "just past the Home Depot on Route 31." Always follow up with a pin drop by text.

**Always collect name, phone number, and email address.**

All three. Every time. A customer without contact information is a lead you can't follow up on.

**Always ask permission to text.**

Explain why: you can send a pin drop, directions, vehicle information, and reminders. Most customers prefer text to phone calls. Getting permission turns texting into a service instead of an intrusion.

**Always confirm everything before ending the call.**

Name, day, time, your name, dealership name, address, landmark. Say it all back to them. A customer who hears their appointment confirmed in full is far less likely to no-show.

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Additional objection handling scenarios, updates, and the full Car Sales Survival Series catalog:

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