



Sales Appointment Confirmation Process

1. Initial Confirmation

Timing: 24-Hours Prior to Appointment

Goal: Reinforce commitment and start the relationship off right.

Channel: Text + email

Text example:

Hi #DV_CustomerPrimaryFirstName#, this is [Your Name] with [Dealership Name]. Excited to meet you [day/time] for your [vehicle or service interest]! I'll have it pulled up and ready for you. Please let me know if anything changes.

Email example:

Subject: Your [Dealership] Appointment for [Vehicle Name]

Body:

Hi #DV_CustomerPrimaryFirstName#,

Thanks for setting your appointment with us for [day/time]. I'll personally have your [vehicle/model] ready when you arrive.

Here's our address and parking info: [link]

See you soon!

#DV_EmailSignature#

2. Morning-of Reminder (Text + CRM Note)

Timing: 8:00–10:00 a.m.

Goal: Reduce no-shows

Channel: Text (use email if phone number is not available)

Text example:

Hi #DV_CustomerPrimaryFirstName#, Looking forward to your [time] appointment today at [dealership]. I've got your [vehicle/model] ready to go! Are you still good for that time?

If they confirm, log in DC as "Confirmed"

If no reply, follow step 3

Note: This is a great time to send a video of the vehicle prepped and ready to show. This personal touch adds **credibility, excitement, and accountability**.



3. Two-Hour Reminder (No Confirmation Prior)

Timing: 2-Hours Prior to Appointment

Goal: Last chance to confirm, reschedule, and avoid wasted time prepping resources

Channel: Text or Call

Talk Track:

Hi #DV_CustomerPrimaryFirstName#, this is [Your Name] at [Dealership]. Just double-checking you're still good for [time]. I've got your vehicle waiting out front!

NOTE: This simple touch can increase show rates by 10–15%.

4. Internal Prep & Coordination

Before the appointment:

- Vehicle pulled up front, clean, gassed, and staged with plate ready
- Manager notified and ready for TO
- Review lead notes, trade appraisal, and credit app (if applicable)

5. No-Show Follow-Up

If customer does not show:

- Call within 15–30 minutes of missed appointment
- If no answer, send text:

Hi #DV_CustomerPrimaryFirstName#, we missed you today! Want to reschedule? I still have your [vehicle/model] available. Would (state specific day & time in the days that follow) work for you? I look forward to hearing back!