



Service Drive Toolkit An Interactive Guide to Boosting Engagement

When a Customer opts In



Wait 10 minutes for the automated offer text message to send.



Acknowledge & Engage

Thank them for opting in and let them know you're available in-store to inspect their vehicle and maximize their offer.



Gauge Intent

If they're just curious, or not ready to sell. Ask to follow up with them in 60-90 days or if the market changes.



Meet with Customer and Inspect the Vehicle

- If they agree to an in-person appraisal, approach them (likely in the lounge), introduce yourself, and ask:
 - Would you consider selling or upgrading if the offer is right?
 - What do you like/dislike about your current vehicle?
 - Are you financing or leasing? What's your monthly payment/payoff?
 - Have you sold to a dealer before? (Explain the advantages of doing business with your dealership: instant payment, no service bill, no DMV work, same value whether selling or trading.)
 - Show supporting data that proves the offer is above market or better than what they'd get elsewhere.

Common Objections & Responses



"Not right now"

- Set a future follow-up expectation. Keep them updated on incentives, pricing, or inventory.
- Circle back after some time has passed. Keep customers engaged so they think of you first when they're ready to sell



"I owe more than that"

Negative equity is common. We can often roll it into a new deal with better terms, using rebates and loyalty offers to help absorb the difference.



"The offer is too low"

Explain the value system gives a baseline range. A personal inspection may increase the value. Ask what they expected and why—then use supporting data to justify your number.



"I got a better offer elsewhere"

Ask questions: Was it a physical appraisal? Was it tied to a purchase? What was the offer? Recheck the details to ensure your offer is competitive.



Always Remember :

- Stay Responsive, don't leave customers "on read"
- Use status updates and leave notes
- Engagement and conversion go hand in hand



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