

PHONE SKILLS:

Your Business Is On the Line

Structuring the Call



PART/PURPOSE	STEPS	
<p>Part 1: Opening</p> <p>Sets the tone for the rest of the call</p>	<ol style="list-style-type: none">1. Thank the customer for calling.2. Introduce your department and yourself.3. Ask how you can be of service.	
<p>Part 2: Discovery</p> <p>Ask questions to gain necessary information</p>	<p><u>Service</u></p> <ol style="list-style-type: none">1. Customer's name.2. Make/model of car.3. What is the customer's primary concern?4. When was it last serviced?5. Have they been to the dealership before?	<p><u>Parts</u></p> <ol style="list-style-type: none">1. Customer's name.2. Make/model of car.3. What part is needed?4. Have they been to the dealership before?
<p>Part 3: Wrap-Up</p> <p>Summarize and end the call on a positive note</p>	<ol style="list-style-type: none">1. Outline the recommended next steps.2. Agree to a plan, confirming the details.3. Thank the customer for calling.	

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