

The GuestTrek® BDC System

KEY PRINCIPLES

There are a few key principles that should be kept in mind when implementing the GuestTrek® BDC system and executing any category call. When understood and applied these simple yet powerful concepts allow you to leverage the full potential of the system and make each interaction a success for the guest, the client advisor, and the dealership.

1. Know Your Objective

There is only one objective to a BDC call, and that is to **SET AN APPOINTMENT**, to move the guest from their living room to your showroom. You should not sell over the phone. You are providing a service to the guest and are simply inviting them to visit the dealership so you can effectively provide that service.

2. Ask

What is the most powerful 3-letter word in the English language? It is **“ASK”**. Whenever you are in doubt about what to do next or how to respond, simply ASK a question. By keeping in mind the other seven key principles you can always get back on track, but when in doubt, the best question to ask is **“What’s Next?”**

3. Active Listening

Always be mindful to listen to the guest. You are not performing a speech. Listen to the guest, summarize and acknowledge what they say, and use the scripts provided to best serve the guest and achieve an appointment. Be aware of the guest’s state of mind. Let them finish talking, don’t interrupt. Focus on the guest, not the script. **Positive voice inflection.**

4. Build Rapport

Open the conversation professionally with a positive tone of voice and approach. All GuestTrek® call scripts are designed to help you always “TAG™” the guest:

- a. **T**hank them – make it personal to the guest and the vehicle if possible
- b. **A**ppreciate them – remember something specific about the guest, their vehicle or their previous visit
- c. **G**ive something – always provide a service or benefit to the guest, the reason you are calling them, before you ask for something.