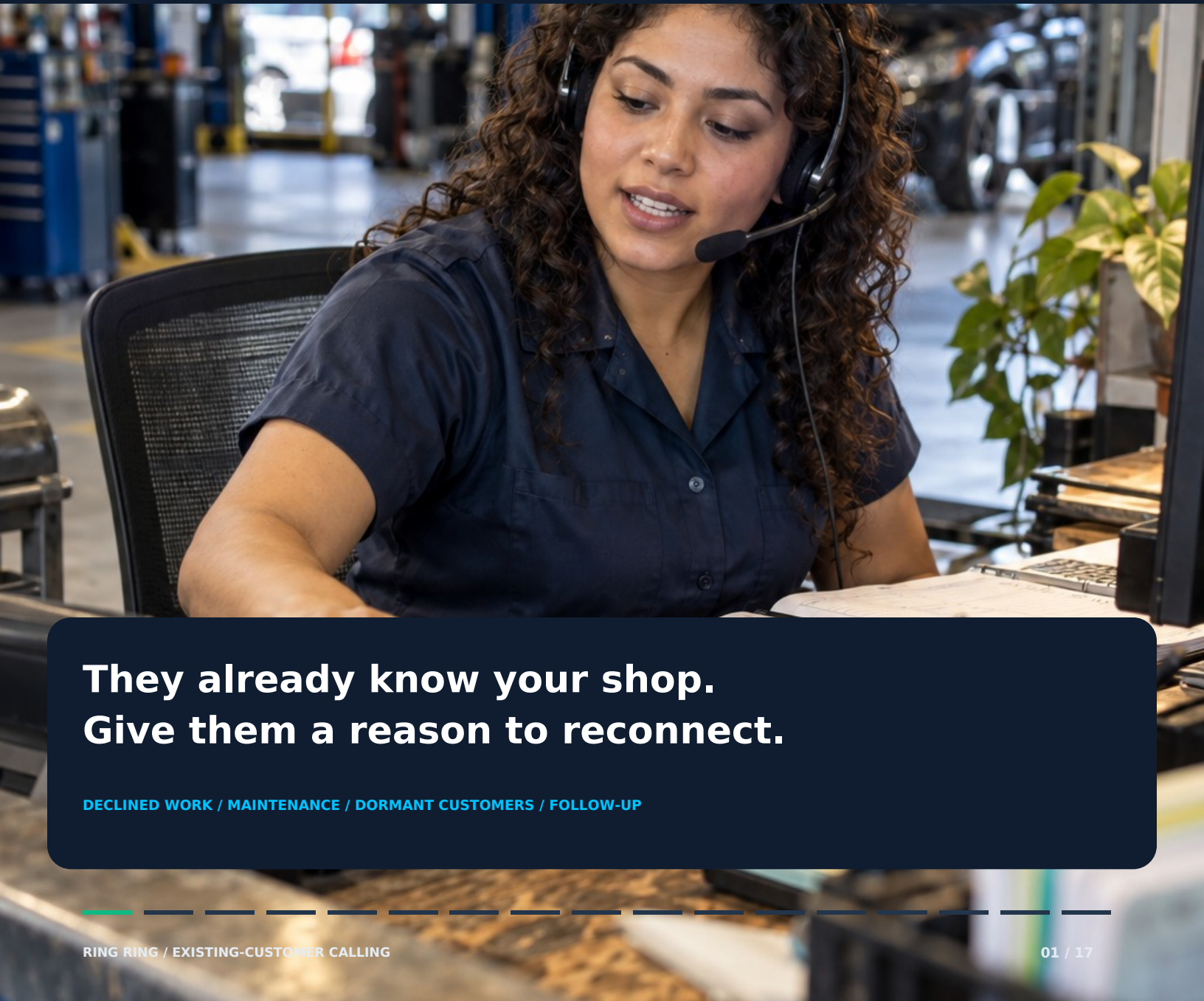


EXISTING-CUSTOMER COLD CALLING

THE MASTERCLASS

Reopen the conversation. Find what changed.
Earn the next appointment.



**They already know your shop.
Give them a reason to reconnect.**

DECLINED WORK / MAINTENANCE / DORMANT CUSTOMERS / FOLLOW-UP

Cold call. Warm relationship.

The customer knows your shop, but they did not plan this conversation. You still have to earn their attention. A useful reason to call is more powerful than a polished sales pitch.

1**Earn the conversation**

Identify yourself and your shop, give a specific reason and check whether they have a moment. Make it easy to understand why you called.

2**Update the story**

The vehicle may be repaired, sold or used differently. The obstacle may have changed. Discover today's situation before presenting yesterday's recommendation.

3**Offer a relevant next step**

Connect what you learned to a useful action: review the prior recommendation, arrange an assessment or schedule confirmed work.

4**Close the loop**

Confirm the appointment or other agreed next step. Record what changed so the next advisor does not restart the same conversation.

AN APPOINTMENT IS NOT THE ONLY USEFUL RESULT

Learning that work was completed elsewhere, correcting a vehicle record or agreeing on a better time can improve the next decision. The goal is a useful conversation that can earn business.

Use your shop's approved calling practices and contact preferences. Honor requests to stop contact. Existing-customer status is not a reason to ignore those requests.

Choose a reason worth calling

Build small lists around a real reason for contact. One call should have one clear starting point, even if the conversation reveals another need.

DECLINED REPAIR

A specific recommendation was deferred.

Find out whether it was completed and what prevented the decision.

MAINTENANCE REVIEW

A service may be coming due.

Confirm current mileage and service history before calling it overdue.

DORMANT CUSTOMER

You have not seen them recently.

Ask whether they still own the vehicle and whether their service needs changed.

UNDECIDED ESTIMATE

A prior estimate has no final decision.

Check what is unresolved. Reconfirm scope, current pricing and availability.

UPCOMING USE

A trip or change in use makes planning relevant.

Use information the customer shared. Ask what they need the vehicle ready for.

CLEAN THE LIST BEFORE DIALING

Remove opted-out contacts and check for open complaints, recent appointments and completed work. Route an unresolved service concern to its owner instead of opening with a sales offer.

Know enough to be useful

Read the record.

- ☐ Correct customer, vehicle and contact details.
- ☐ Prior recommendation and evidence behind it.
- ☐ What was approved, declined or left undecided.
- ☐ The customer's stated reason, if recorded.
- ☐ Any promised follow-up or contact preference.
- ☐ Recent visits, complaints or other advisor contact.

Confirm what you can offer.

Check your schedule and the next step the shop can support. Treat older estimates as something to verify, not a price promise.

EXAMPLE PRE-CALL CARD

Vehicle: customer's pickup.
 Last visit: a repair recommendation was deferred.
 Recorded obstacle: needed the truck for work.
 Unknown: whether the work was completed.
 Goal: learn what changed and offer a workable next step.

Write one useful question.

TRY SAYING

"Were you able to get that taken care of, or is it still on your list?"

Keep the opening short.

Prepare the reason for contact, not an entire speech. Your next sentence should depend on the answer.

DO NOT READ THE WHOLE HISTORY TO THEM

Use the record to be relevant. Confirm you are speaking with the customer before discussing detailed service information.

Earn the first thirty seconds

THE OPENING PATTERN

YOUR NAME + SHOP + SPECIFIC REASON + ROOM TO RESPOND

TRY SAYING

"Hi Jordan, this is Chris with [shop]. I'm following up on the repair recommendation we discussed at your last visit. Do you have a quick moment?"

After they agree, ask the status question: "Were you able to get that taken care of, or is it still on your list?" Keep the detail appropriate until you know you have the right person.

Make the reason fit the call.

TRY SAYING

"I'm calling because we had planned to revisit your maintenance timing. What mileage is the vehicle at now?"

TRY SAYING

"We haven't seen you in a while, and I wanted to check whether you still have the [vehicle] and how it's been treating you."

If now is inconvenient

TRY SAYING

"No problem. Is there a better time for a brief call, or would you prefer to reach out when you're ready?"

SKIP THE FAKE URGENCY

Avoid vague "important vehicle matter" openings or manufactured scarcity. A specific, honest reason gives them something concrete to respond to.

Find out what changed

Yesterday's record is not today's answer

CHECK THE STATUS

Is the work still needed?

FIND THE CHANGE

What is different now?

EARN THE NEXT STEP

Fit the action to the answer.

A declined recommendation describes a past decision. It does not tell you what is true today. Use the answer to choose your next question.

1 **Status: is it still relevant?**

"Did you get the work completed?" If yes, update the record. If they sold the vehicle, stop treating that recommendation as an open opportunity.

2 **Obstacle: what held it up?**

"What has made it difficult to get it handled?" Listen for transportation, budget, trust, timing or uncertainty about the recommendation.

3 **Change: what is different now?**

"Has anything changed since we last talked?" Let them explain new symptoms, mileage, schedules or priorities. Do not assume an old assessment fully describes today's condition.

4 **Next step: what would help?**

"Would it help to review the recommendation, or is finding a workable time the bigger issue?" Offer a path that fits their answer.

ONE QUESTION AT A TIME

Reflect the answer before moving on: "So the truck being down was the issue, more than the repair itself." Confirm that you understood. An interrogation is not a conversation.

A declined repair, reopened

TRAINING SCENARIO

A customer deferred a previously supported repair because they needed the vehicle for work. The advisor checks the record but does not assume the recommendation or estimate is still current.

TRY SAYING

"Hi Jordan, Chris with [shop]. I'm following up on the repair recommendation from your last visit. Do you have a quick moment?"

CUSTOMER

"A minute. I'm at work."

TRY SAYING

"Were you able to get it handled, or is it still on your list?"

CUSTOMER

"Still on the list. I can't leave the truck for days."

TRY SAYING

"So the downtime is the big obstacle. What kind of window could work for you?"

CUSTOMER

"Maybe Friday. But I need it Monday."

TRY SAYING

"Let me check what we can actually support before I promise that. Has anything changed with the vehicle since the last visit?"

CUSTOMER

"No new issues that I've noticed."

TRY SAYING

"I'll confirm the current scope, parts, price and expected turnaround with the team. Would you like me to call you this afternoon with a plan for Friday?"

CUSTOMER

"Yes. After three."

TRY SAYING

"I'll call after three today. We haven't booked the work yet; I'll confirm the plan with you first."

Why this works

The advisor found the obstacle, checked for changed conditions and earned a specific next conversation. The advisor did not promise a repair duration just to secure a booking.

Budget and "not right now"

"I still can't afford it."

TRY SAYING

"Understood. Would reviewing the options be useful, or would you prefer we leave it for now?"

If they want options, verify current pricing and discuss only arrangements or repair sequences your shop can support. Explain tradeoffs and terms clearly.

TRY SAYING

"Is there a time you expect to revisit it, or would you rather contact us when you're ready?"

Leave room for a real no.

Do not turn an uncertain budget into a promised appointment. Record the customer's preference and any agreed follow-up.

"Not right now."

TRY SAYING

"Is that because the work is no longer needed, or is the timing just not right?"

If they explain, respond to that reason. If they repeat no, respect it.

"I'm too busy."

TRY SAYING

"Would a different time help, or would you prefer to contact us?"

"I just need a price."

TRY SAYING

"I can get you a current estimate for the scope we discussed. Has anything changed with the vehicle or the work since then?"

DO NOT USE DISCOUNTS AS THE OPENING

A discount cannot solve every obstacle. Learn whether the problem is money, downtime, confidence or relevance before discussing a real offer.

Already fixed. Sold. Moved.

"I had another shop do it."

TRY SAYING

"Thanks for letting me know. I'll update our record so we don't keep calling about that recommendation. Is there anything still unresolved that you'd like our help with?"

If everything is handled, close warmly. Do not criticize the other shop or imply their repair needs repeating.

"I sold that vehicle."

TRY SAYING

"Thanks, I'll update that. Is there a different vehicle you'd like us to have on your record, or should we just close out this follow-up?"

"I moved away."

TRY SAYING

"Thanks for telling me. I'll update the record so this reminder doesn't keep reaching you. I appreciate you having trusted us with the vehicle."

"You already called me."

TRY SAYING

"I'm sorry for the duplicate. Let me check the notes and make sure we have your decision recorded correctly."

"Please stop calling."

TRY SAYING

"Understood. I'll record that request. Thank you for letting me know."

Apply the contact preference through the shop's process. Do not use another campaign to restart the same pitch.

A CORRECTED RECORD IS A USEFUL OUTCOME

Remove the completed recommendation from active follow-up. Preserve the relationship and the customer's contact preference accurately.

When the old visit went wrong

"I wasn't happy last time."

TRY SAYING

"I'm sorry to hear that. What happened from your perspective?"

Listen without correcting every detail. Capture the issue, what the customer expected and what remains unresolved.

TRY SAYING

"It sounds like [specific concern] is what needs attention first. Let me connect this with the person who can review it properly."

Give the issue an owner.

Agree on who will respond and when. Do not promise a refund, warranty outcome or other remedy beyond your authority.

"You just want to sell me something."

TRY SAYING

"I called because our record shows an unresolved recommendation. First I wanted to find out whether it was already handled or whether you still wanted help with it."

"It runs fine. I don't believe it needs it."

TRY SAYING

"Would it be useful to review the finding that led to the recommendation? We can also discuss whether the vehicle needs reassessment since that visit."

Explain the actual evidence and its limits. Do not invent a new symptom or forecast a breakdown to keep the call moving.

CHANGE THE PURPOSE OF THE CALL

When you uncover an unresolved service concern, focus on addressing it. An appointment pitch can wait until you understand what needs to be repaired in the relationship.

When nobody picks up

Leave a useful, brief voicemail.

TRY SAYING

"Hi Jordan, this is Chris with [shop]. I'm following up on our previous service conversation. You can reach me at [number]. Again, Chris at [shop], [number]. Thank you."

Use a real callback number. Keep detailed repair findings, amounts and other customer information out of voicemail. Do not imply an emergency when there is none.

When someone else answers

TRY SAYING

"Hi, this is Chris with [shop]. May I speak with Jordan?"

If the customer is unavailable, offer your name, shop and callback number. Do not ask the other person to approve work or disclose details without appropriate authorization.

When the number is wrong

TRY SAYING

"Sorry about that. I'll update our record. Thank you."

Mark the number for correction. A wrong number should not remain in the active call list.

DO NOT COUNT A VOICEMAIL AS A CONVERSATION

Record what actually happened: no answer, voicemail, wrong number or another person reached. If you use another contact channel, follow the customer's preferences and your shop's approved process.

Earn an appointment that holds

Offer a specific appointment only after you know the next step and what the shop can support. An arrival time does not automatically mean work starts then or the vehicle will be ready that day.

TRY SAYING

"Based on what you told me, the next step is [assessment or confirmed work]. We have [verified option A] or [verified option B] for [drop-off or appointment type]. Would either work for you?"

Confirm the details together.

- ☐ The correct vehicle and reason for the visit.
- ☐ Date, arrival time and whether it is drop-off or wait service.
- ☐ What the appointment includes and any disclosed initial charge.
- ☐ What still needs inspection, pricing or authorization.
- ☐ Realistic turnaround expectations and transportation arrangements.
- ☐ The agreed confirmation channel and contact details.

MAKE THE BOOKING DISTINCT FROM REPAIR APPROVAL

"We have you scheduled for [visit purpose]. We'll confirm the findings and any proposed work with you before proceeding beyond the agreed scope." If work is being authorized on this call, use the shop's full authorization process.

Give every call a next state

The next advisor should understand what happened without guessing. Use a short, specific note instead of "called customer" or "not interested."

A USEFUL CALL NOTE

Reason: follow-up on deferred repair.

Current status: customer says work not completed.

Obstacle: cannot be without truck over the weekend.

Agreed next step: advisor to verify scope, price and turnaround.

Owner and time: Chris; call after 3 today.

Booking: not yet scheduled.

1

Appointment made

Record the confirmed visit details and hand them to the receiving team. Track whether the customer actually attends.

2

Follow-up agreed

Record a specific reason, owner and time. Follow up when agreed; do not restart with the original pitch.

3

No decision or no contact

Record the actual outcome. Use the shop's approved follow-up process and known preferences rather than repeatedly dialing without a plan.

4

Opportunity closed

Record completed elsewhere, sold vehicle, declined further contact or another actual reason. Apply the record change, not just a note.

Build a repeatable calling block

Start with a small, focused calling block. The purpose is to learn which conversations help customers take a useful next step, then improve the next round.

PREPARE

10 MIN

Choose one list, check records and verify what the shop can offer.

CALL

20 MIN

Make calls and record outcomes immediately. Extend a useful conversation instead of racing a quota.

REVIEW

10 MIN

Check promised follow-ups. Review one difficult moment and choose one change for the next block.

Track the stages separately.

- Attempts: calls placed.
- Conversations: the intended customer was reached and discussed the reason for contact.
- Appointments: bookings agreed during those conversations.
- Attendance: booked customers who actually arrived.
- Approved work: what those visits subsequently produced.

COMPARE LIKE WITH LIKE

Calculate conversation rate as conversations / attempts; appointment rate as appointments / conversations. Use the same campaign cohort and allow time for visits to occur. Keep future bookings separate from completed visits.

A forty-minute block is a starting routine, not an industry benchmark. Record actual results before setting targets. Outreach-associated revenue alone does not prove the call caused the sale.

Make the practice unpredictable

Give the practice customer a hidden update

THE RECORD

Advisor knows the prior visit.

THE REVEAL

Customer knows what changed.

THE REVIEW

Did the advisor ask or assume?

Use one call reason and change the customer's circumstances. The advisor knows the prior record; the person playing the customer holds the new information.

1

Choose the hidden update

Pick one: repaired elsewhere, budget unchanged, transportation now available, sold vehicle, or unresolved frustration with the shop.

2

Run the opening and discovery

Give the advisor three minutes to establish relevance and uncover the current situation. The customer should answer naturally instead of volunteering every detail at once.

3

Choose the next step

The advisor must earn a relevant appointment, arrange a useful follow-up or close the record correctly. A booking is not mandatory when the situation does not support one.

4

Review and replay

Use the next page. Find the moment the advisor assumed instead of asking. Replay that moment with one better question and respond to the answer.

FILM-ROOM QUESTION

"What did I think this call was about, and what was it actually about?" Compare your opening assumption with what the customer eventually revealed.

Score the conversation

0 = missing | 1 = partial | 2 = clear

TEAM EXERCISE / NOT THE RING RING PRODUCT SCORE

01 Earned the conversation

Identified the shop, gave a relevant reason and checked availability.

0

1

2

02 Discovered the current situation

Asked what changed instead of assuming the old record was current.

0

1

2

03 Responded to the real obstacle

Adapted to budget, timing, trust or a closed opportunity.

0

1

2

04 Offered a credible next step

Matched the offer to the customer and confirmed shop capacity.

0

1

2

05 Closed the loop accurately

Recorded the outcome, commitments and contact preferences.

0

1

2

TOTAL: ____ / 10 ONE MOMENT TO REPLAY:

What I assumed:

What I will ask next time:

Keep this beside the phone

OPEN

"Chris with [shop]. I'm calling about..."

CHECK

"Do you have a quick moment?"

DISCOVER

"Did you get that taken care of?"

CONNECT

"What would make the next step work?"

CONFIRM

"Here is what we agreed to do next."

Before the next dial

- ☐ I have a real reason to contact this customer.
- ☐ I checked recent activity and contact preferences.
- ☐ I know what is recorded and what is still unknown.
- ☐ I can offer a next step the shop can support.
- ☐ I will update the record before moving on.

THE CALLING STANDARD

Be relevant. Find out what changed. Offer something useful. Honor the answer. Leave the customer record better than you found it.

Practice before the next dial.

Use Ring Ring to practice outbound conversations, review coaching feedback and improve the next attempt.

ringringapp.com