



SALES SCRIPT · FREE VAULT DOWNLOAD

Car Detailing Entry-Offer Script



A JAMIE SONNEX CONSULTING RESOURCE

jamiesonnexconsulting.com · Receipts, not promises.

Hi, this is _____ from _____. Is that _____?

Build Rapport

How are you?

(General chat to build rapport)

I am calling because you registered your interest in our car detailing service!!

Figure out their motivation for the call, understand the details of their situation, and gather essential data about their pain points and cause self inflicted pain

Have you used a detailing service in the past?

What was it exactly that you did and didn't you like about your previous detailing service?

How much have you spent on detailing services before?

What car is it that you drive?

Is this your first luxury car or have you owned others in the past?

Why is this car so special to you?

What would happen if someone didn't take care of your prized possession?

How often do you get your car detailed?

Figure out what their goals are, their motivation for achieving their goals and they don't do this themselves.

Tell me ideal experience you are looking for when getting your car detailed.

What motivates you to contact a luxury car detailer such as myself rather than going to the local supermarket detailer?

Do you sometimes clean your own car? Why can't you always do this?

(You really need to find their why as if you can identify with this and show you care enough about their car to hand it to you then you have a client for life)

Outline the journey they will take with you should they buy your product

Well, let me tell you, I am a car enthusiast and I will treat your car with as much care as you would, if not more.

If you decide to use my service I will:

- Provide you with a personalised, ultimate level service at a time and place that suits you and as often as you need it.
- Provide an outcome that you would be proud of displaying at a show and shine event and have your car looking brand new every time we're finished?
- Now 1 thing we do differently at _____ is we like to use a mixture of cannuba wax layered with a synthetic sealant which is much much stronger than.....

- The reason for this is our harsh weather conditions in Queensland tend to break down other waxes much quicker, leaving your paint vulnerable to the elements.
- Can you see how our solution will keep your pride and joy protected at all times?
- Do you think if you had the same trusted person handling your pride and joy every time you have your car detailed and also coming to your workplace or home when you need, would that put your mind at ease?
- And could you see that kind of service saving you a lot of time with your current schedule?

State your offer

- So _____, what I want to offer you is to let us come to you at a time and place of your choosing and let me see your prized possession.
- I will detail your car treating it like our own
- We will leave it extra protected with our unique paint sealing protection process
- You may find the shine is slightly different to what you've had done in the past due to different products or even think the interior has been done different to what you've had done in the past.
- I guarantee, it will be a better job than you have ever had in the past.
- Would you still be happy with that?

State your price - Potentially include incentive based pricing

So the normal investment for for detailing your _____ is \$600, however to prove to you that I will provide the best polish and clean you have ever had, the first time you utilise my services the investment is only \$200.

Does that sound fair enough?

Manage objections

Get Payment Details

Excellent, great choice. So let's get you booked in.

Excellent, so I will get the invoice out to you straight away, Can I just confirm your email address is _____?

Will you be paying for this service by Visa or Mastercard?

Wrap Up

Alright well let's find a time that suits you best to book your car in for a detail. Would you prefer mornings or afternoon? Weekday or weekend?

Provide two choices for the time and book one in.

WANT THIS WORKING IN YOUR BUSINESS?

Book the 20-minute call.

calendly.com/jamiesonnexconsulting/30min

