

FREE 2026 OUTBOUND PROSPECTING PLAYBOOK

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20 YEARS OF EXPERIENCE IN ONE PLAYBOOK

- ✓ SALES EVENTS
- ✓ SALES APPOINTMENTS
- ✓ SERVICE BOOKINGS & UPSELLS



BOOK

2026 OUTBOUND PROSPECTING PLAYBOOK

Communicating limited time offers to encourage purchases.

Greeting:

- Salesperson: "Good [morning/afternoon], is this [Customer's Name]?"
- Customer: "Yes, it is."
- Salesperson: "Hi [Customer's Name], my name is [Your Name], and I'm calling from [Dealership Name]. How are you today?"

Building Rapport

- Customer: "[Response]"
- Salesperson: "I'm glad to hear that! I just wanted to take a moment of your time to share some exciting news about special promotions we currently have at our dealership."

Introducing the Offer

- Salesperson: "We have some limited-time offers and discounts that could be a great fit for you. Are you currently considering any new vehicles, or do you have a particular model in mind?"
- Customer: "[Response]"

Highlighting the Promotions

- Salesperson: "Perfect! Right now, we have a [briefly describe the promotion, e.g., \$2,000 off select models* or 0% finance over 3 years on our popular SUVs]. This offer is available until [end date], so it's a fantastic opportunity to get a great deal."
- Salesperson: "Additionally, we're offering [mention any other relevant promotions, such as free servicing for a year, trade-in bonuses, etc.]"

Engaging the Customer

- Salesperson: "Does that sound like something you might be interested in?"
- Customer: "[Response]"

Answering Questions

- Salesperson: "I'd be happy to answer any questions you have about the promotions or the vehicles. What would you like to know?"
- [Address any questions or concerns the customer may have.]

Call to Action

- Salesperson: "If you're interested, I can help you book an appointment for a test drive or provide more detailed information about the models you're considering. Would you like to schedule a visit?"
- Customer: "[Response]"

Closing the Call

- Salesperson: "Thank you for your time today, [Customer's Name]! I'll make sure to [confirm appointment/ details]. If you have any other questions in the meantime, feel free to reach out. Have a great day!"
- [If no appointment is set, encourage them to think about it and follow up later.]
- Salesperson: "I'll follow up with you in a few days to see if you have any further questions. Take care!"

End Call

- Salesperson: "Goodbye, [Customer's Name]!"

Notes:

1. Be Friendly and Approachable: Always speak in a friendly tone and be open to conversation.
2. Be Prepared: Have details about the promotions and any vehicles ready to discuss.
3. Listen Actively: Pay attention to the customer's responses and adjust your conversation accordingly.

This script serves as a guideline and can be adjusted based on the conversation flow and the customer's responses.

OVER 270+ WORD TRACKS AND 20+ CALL SCRIPTS FOR YOUR TEAM TO USE WHEN PROSPECTING.

This 32-page 2026 Outbound Prospecting Playbook is a powerful tool designed to help your team improve customer engagement, overcome objections, and build lasting relationships. Packed with 270+ word tracks, 20+ call scripts, follow-up strategies, and step-by-step techniques, this guide helps turn every outbound call into an opportunity.

What's Inside?

- ✓ Outbound Call Management for Sales & Service
- ✓ Making Effective Outbound Calls
- ✓ Building Rapport in Sales & Service Calls
- ✓ Addressing & Managing Common Objections
- ✓ Call Scripts for Sales & Service Teams
- ✓ Follow-Up Procedures
- ✓ Appointment Setting Strategies

32 Pages

270+ Word Tracks

20+ Call Scripts



THE TSS INSIDER

HOW TO GET YOUR EDGE IN 2026

Hi Team, in 2026, the dealerships that win will be the ones who **proactively generate opportunities**, not the ones who wait for leads to arrive.

Think about your old owners for a moment.

They already do business with you. They've bought your product, they service with you, they know your team, and there's already rapport. Most importantly, **you know exactly where they sit in their ownership cycle.**

There is no easier, higher-quality source of opportunity in a dealership than your existing owners. Yet most dealerships barely scratch the surface.

QUIET PERIODS AND PRODUCTIVITY GAPS: THE MOST PROFITABLE WINDOW IN THE DEALERSHIP

Every sales consultant has quiet periods and productivity gaps throughout the day. Not because of lack of effort, but because of the natural rhythm of dealership life:

- Quiet mornings before walk-ins
- Dead time between appointments
- Customers leaving with "I'll think about it"
- Slow service days
- Waiting on approvals

These gaps feel small, but together they create the **single most profitable window in the entire business**, ideal for prospecting existing owners.

Even a small, consistent amount of outbound activity during these quiet periods changes everything.

IDEAL CUSTOMERS TO CALL

To make prospecting fast and effective, focus on the owners who statistically convert the highest and provide the best profitability:

- Owners at 24–36 months
- Customers nearing warranty expiry
- Service customers with upcoming bookings
- Repeat buyers or loyal brand advocates
- Anyone whose vehicle you service regularly (you already know their trade history, condition and value)

These are not cold leads, **these are warm,**

high-value opportunities sitting right in your DMS.

WHY EXISTING OWNERS ARE THE MOST PROFITABLE BUYERS

Repeat customers aren't just easier to convert, **they're more profitable in every way.**

1. Higher front-end gross

Returning owners trust your team, which leads to stronger deal structure and less price tension.

2. Better finance penetration

They've financed with you before, making them far more receptive to reviewing options again.

3. You already know their trade

Serviced vehicles come with clean history, predictable condition and strong resale, the backbone of a healthy pre-owned department.

“**OUTBOUND PROSPECTING IS YOUR MOST PREDICTABLE PATH TO CONSISTENT SALES.**”

THE MATH THAT MAKES PROSPECTING A GAME CHANGER

You have **8 sales consultants** across New and Pre-Owned.

If each makes just **3 personalised outbound touches a day**, allowing for weekends and annual leave, that's **5,760 outbound contacts per year.**

If only 1% take up on the offer and buy a car:

You instantly add **57 extra sales annually.** Plus around **15+ quality used vehicles** into your pre-owned stock.

And your cost base? **Exactly the same.**

To help your team get started quickly, scan the QR code to watch a short video on how to upload a follow-up list in StreamSpeak.



WHY OUTBOUND PROSPECTING WORKS BETTER THAN EVER

- They already know your brand
- You know their timing and vehicle lifecycle
- You're relationship calling, not cold calling
- Retained owners spend more and refer more

Outbound prospecting is your most predictable path to consistent sales.

FOLLOW-UP WORD TRACK (SIMPLE AND CREDIBLE)

"Hi [Name], it's [Consultant] from [Dealership]. We've had a number of owners in your model and age bracket upgrading recently, and your vehicle is in a strong position.

I can take a quick look at what your car might be worth today and what your options look like, no pressure at all.

Would you like me to put some figures together for you?"

IF YOU WANT MORE SALES IN 2026, START HERE

Prospecting is the most **predictable, controllable and profitable** activity in any dealership.

8 consultants × 3 touches a day =

- 57 more sales
- 15 quality trades
- Higher grosses
- Better finance income
- Zero added expense

Stay proactive, stay sharp and keep driving opportunities.

– Steve

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- Sales Events
- Sales Appointments
- Service Bookings & Upsells

20 Years Of Experience
In One Playbook

