



# Sell My Car Lead Outreach

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# What is CarGurus Sell My Car?

Sell My Car lets you acquire quality vehicles from the largest audience of engaged consumers by placing real offers on their vehicles. Using your dealership's unique bidding strategy, our system automatically places offers on your behalf, so you get the cars you want, at the price you want to pay.

## How it works

- 1

Consumers complete a condition report on CarGurus to receive offers on their vehicle.
- 2

If you have the consumer's recommended offer, your dealership automatically receives the lead.
- 3

To finalize the deal, connect with the consumer and use the intake tool to conduct an appraisal of their vehicle.

## Getting started: Find your leads

You can find these leads in the "Sell My Car - Leads" tab of the CarGurus Dealer Dashboard or in your CRM. Each lead includes the customer and vehicle info, as well as a link to the offer summary and Intake Tool.

Every lead is sent to your CRM with one of these sources:

### CarGurus - Sell My Car

Consumers who receive an offer from your dealership and did not indicate they wanted to buy a replacement vehicle.

### CarGurus - Trade In My Car

Consumers who receive an offer from your dealership and are in-market to also purchase a replacement vehicle.

Dealership CRM	
Lead provider:	CarGurus - Sell My Car
Request date:	2024-07-26
Contact Information	Comments
Name: Joan Smith Email: 123-456-7891 Phone: jsmith@gmail.com	2020 Honda Accord   1HVD4325FD5GFS358   Odometer 6,555 mi   Condition = Good Learn more about the vehicle details and condition at [OFFER SUMMARY LINK]

## What to know: Key information

Your Sell My Car offer summaries have everything you need to know: consumer information, vehicle summary, offer value, trade-in request (if applicable), and vehicle condition and history. To find an offer summary for each lead, click on the vehicle in your Sell My Car lead report in the Dealer Dashboard or click the link in your CRM platform.

**When you're reviewing each lead, consider these questions to ensure you understand the offer and vehicle condition details.**

- ☒ What is the condition of the vehicle?
- ☒ Did they set an appointment?
- ☒ Are they looking for a replacement car?
- ☒ What else stands out?

Cover Ford Lincoln-Austin

Sell My Car Lead

Lead submitted on July 30, 2024 (Expires August 6, 2024)

CarGurus®

Sell My Car Lead Summary

CUSTOMER INFORMATION

JZ  
000-0000-0000  
anytime\_auto@gmail.com  
Georgetown, Texas  
**Requested appointment** 8/1/2024, 12:00 PM CDT

Acquired

Source

Date

N/A  
N/A

VEHICLE SUMMARY

2020 Dodge Durango  
VIN 1DFGT6HJ86K30LN7M4  
Trim SXT RWD  
Transmission Automatic  
Engine 3.6L 6 cylinders

VEHICLE FEATURES

Exterior color

Aftermarket parts

Types of aftermarket parts

N/A

Additional features

Leather Trimmed Bucket Seats, Alpine Premium Audio System

TRADE-IN REQUEST

2015-2024 Ford Mustang  
Condition Used

OFFER VALUE

Offer

\$22,500

Ownership type

Own

IMV Value ⓘ

GREAT DEALGOOD DEALFAIR DEAL

\$23,630\$27,274

VEHICLE CONDITION & HISTORY

Mileage 19,000  
Accident history 0  
Vehicle condition Ok  
Tire condition Good to go  
Wheel damage No  
Mechanical defects or dashboard warnings No  
Items that need mechanical repairs:  

EngineElectrical

Air-ConditioningTransmission

Tire pressureOther:

Issues driving the vehicle No  
Exterior damage No  

ScuffsChipsDentsRustOther:

ScratchesFading paintDingsHail damage

Windshield damage No  
Smoke in car No  
Keys 1

Consumer contact information and appointment time

Details on the vehicle the consumer is selling, including VIN

The vehicle they are interested in purchasing

The offer amount and IMV (Instant Market Value) range to resell the vehicle

Vehicle condition, including mileage and any damage reported by the consumer

# Streamline the process: Who does what?

While every dealership operates differently, using a framework to manage your leads can help simplify roles and responsibilities. So, we've created a chart as a recommendation of how it could work at your dealership.

Role	Sell My Car (SMC) Responsibilities
<b>General Manager/ Regional VP/ Platform Director</b>	<ul style="list-style-type: none"><li>• Sign-off on purchasing the product</li><li>• Evaluate ROI</li></ul>
<b>Marketing Director</b>	<ul style="list-style-type: none"><li>• Sign off on purchasing the product</li></ul>
<b>Used Car Director</b>	<ul style="list-style-type: none"><li>• Sign off on purchasing the product</li><li>• Influence the buying strategy</li><li>• Evaluate ROI</li></ul>
<b>Used Car Manager/ Buyer</b>	<ul style="list-style-type: none"><li>• Set up and maintain the buying strategy (matrix)</li><li>• Follow up with each SMC lead and nurture them to come to the store</li><li>• Conduct the vehicle inspection</li><li>• Purchase the vehicles that will be put through recon and retailing</li></ul>
<b>Wholesale Buyer</b>	<ul style="list-style-type: none"><li>• Set up the buying strategy (matrix)</li><li>• Maintain the buying strategy for optimal bids for wholesale units</li><li>• Follow up with each SMC lead and nurture them to come to the store</li><li>• Conduct the vehicle inspection</li><li>• Purchase the vehicles that they will be selling on the wholesale market without retailing</li></ul>
<b>Sales Team</b>	<ul style="list-style-type: none"><li>• Direct in-store Sell My Car consumers to the right point of contact</li><li>• Follow up with 'trade-in' my car consumers to get them in-store and use the offer to close both sales</li></ul>
<b>BDC Department</b>	<ul style="list-style-type: none"><li>• Be the first point of contact for SMC consumers</li><li>• Responsible for converting the SMC consumers into the store to meet with a member of the buying team</li></ul>

## Outreach made easy:

### Templates to hit the ground running

To simplify the follow up process, we've put together a recommended outreach schedule and sample talk tracks, text, and email templates. We suggest staying in touch with leads for up to 60 days after the offer. Use the details provided in the lead and offer summary to personalize your outreach.

**IMPORTANT:** When you reach out to customers make sure it mentions CarGurus Sell My Car and NOT other acquisition channels, as this will confuse potential sellers.

Day	Actions	Note
1	Text, Call, Email	Leave voicemail on first call only
2	Text, Call	No voicemail
3	Call, Email	Leave voicemail
5	Text, Email	--
7	Text, Call	Leave voicemail
15	Call, Email	No voicemail
20	Email	--
30	Text, Call, Email	Final attempt; leave voicemail
45	Email	
60	Email	
60+	<i>Continued customer nurture</i>	

# Phone Call Script

- **Sales Associate:** Hi, is this [CUSTOMER NAME]?
- **Customer:** Yes, this is.
- **Sales Associate:** Hi, [CUSTOMER NAME]! I'm [SALES ASSOCIATE NAME] from [DEALERSHIP NAME]. I'm calling about the offer you got through CarGurus for your vehicle. Is now a good time to chat?
- **Customer:** Yes, I can talk. / No, it's not a good time. If the customer says it's a good time to talk
- **Sales Associate:** Awesome! Thanks for considering us for selling your vehicle. You're looking to sell your [VEHICLE MAKE/MODEL], right?
- **Customer:** Yes, that's right.
- **Sales Associate:** Great! We love [VEHICLE MAKE/MODEL]s. Can you tell me a bit about the vehicle? Things like its condition, any upgrades, or recent repairs?
- *Customer provides information*
- **Sales Associate:** Thanks for sharing that. It sounds like you've taken good care of your car. The next step is to schedule a quick, no-obligation appraisal so we can confirm your car's value. When would be a good time for you to come by our dealership? [Or if provided, mention the appointment time they already selected and confirm it works for them]
- *Customer responds with preferences*
- **Sales Associate:** Perfect. I'll set that up. While you're here, we can show you some great options if you're thinking about buying a new or pre-owned vehicle. We've got some excellent deals you might like.
- *Customer responds*
- **Sales Associate:** Great! I'm looking forward to meeting you and going over everything in person. Do you have any questions or concerns right now?
- *Customer asks any questions*
- **Sales Associate:** [Answers any questions]. Thanks for your time today, [CUSTOMER'S NAME]. I'll send you a confirmation of our appointment and a summary of what we discussed. Is [CUSTOMER'S EMAIL ADDRESS] the best place to send that?
- **Customer:** [Yes / No], the correct email is [EMAIL ADDRESS]
- **Sales Associate:** Great. Feel free to reach out if you need anything before our meeting.
- **Customer:** Thank you.
- **Sales Associate:** You're welcome, [CUSTOMER'S NAME]! We appreciate the opportunity to help you and look forward to seeing you on [DATE/TIME OF APPOINTMENT]. Have a great day!

*continued in second column*

## Email Templates

### Initial Contact Email

#### No Appointment Selected

**Subject: Your Offer from CarGurus**

Hi [CUSTOMER NAME],

I'm reaching out about the offer we gave for your [VEHICLE MAKE/MODEL] for [\$XX,XXX] through CarGurus.

[DEALERSHIP NAME] is an official CarGurus Sell My Car dealer, and we're here to help you get the best possible offer. Could you let us know a convenient time for a quick call or visit? We'd love to evaluate your car and discuss the next steps.

Please reply to this email or give me a call at your earliest convenience. Looking forward to assisting you!

Warm regards,

[SALES ASSOCIATE NAME]

[CONTACT INFORMATION]

#### Appointment Selected

**Subject: Your Offer from CarGurus**

Hi [CUSTOMER NAME],

I'm reaching out about the offer we gave for your [VEHICLE MAKE/MODEL] for [\$XX,XXX] through CarGurus.

[DEALERSHIP NAME] is an official CarGurus Sell My Car dealer, and we're here to help you get the best possible offer.

I noticed you requested an appointment for [APPOINTMENT DATE/ TIME]. Does that time still work for you to come into the dealership? We'd love to evaluate your car ASAP and discuss the next steps.

Please reply to this email or give me a call at your earliest convenience. Looking forward to assisting you!

Warm regards,

[SALES ASSOCIATE NAME]

[CONTACT INFORMATION]

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#### Mention Trade-In

**Subject: Your Offer from CarGurus**

Hi [CUSTOMER NAME],

I'm reaching out about the offer we gave for your [VEHICLE MAKE/MODEL] for [\$XX,XXX] through CarGurus.

[DEALERSHIP NAME] is an official CarGurus Sell My Car dealer, and we're here to help you get the best possible offer and get you into your next vehicle. I noticed you're interested in [TRADE-IN INTEREST], which we have in stock ready for you to test drive!

Let me know a convenient time for a quick call or visit.

Looking forward to assisting you,

Warm regards,

[SALES ASSOCIATE NAME]

[CONTACT INFORMATION]



## Follow-up Email

### Option 1

**Subject: Still Interested in Selling Your [VEHICLE MAKE/MODEL]?**

Hi [CUSTOMER NAME],

I hope this message finds you well. I recently reached out regarding the offer we gave on your [VEHICLE MAKE/MODEL] through CarGurus, and I wanted to make sure you received all the information you need.

We are actively looking to purchase cars like yours and are here to offer you a competitive price.

Could we set up a time for you to come in for a no-obligation evaluation? Or I'm happy to jump on a call if you'd prefer.

Thanks, and looking forward to your response,

[SALES ASSOCIATE NAME]

[CONTACT INFORMATION]

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### Option 3

**Subject: Could We Offer More for Your [VEHICLE MAKE/MODEL]?**

Hi [CUSTOMER NAME],

We've been trying to reach you to discuss the sale of your [VEHICLE MAKE/MODEL]. We believe we might be able to offer you a better deal, especially if we could see the car in person. Could we schedule a no-obligation evaluation at your convenience?

Looking forward to hearing from you,

[SALES ASSOCIATE NAME]

[CONTACT INFORMATION]

### Option 2

**Subject: We're Ready to Buy Your Car!**

Hello [CUSTOMER NAME],

We noticed you haven't responded to our initial offer for your [VEHICLE MAKE/MODEL]. We are very interested in your vehicle and would love to get you in-store to finalize the purchase.

As an official CarGurus Sell My Car Dealer, we strive to provide a seamless and transparent selling experience. If there are any hesitations or further information you require, we're here to help.

Feel free to reach out to us, or if you prefer, we can give you a call at a time that suits you best.

Warm regards,

[SALES ASSOCIATE NAME]

[CONTACT INFORMATION]

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### Unresponsive Lead

**Subject: We're Still Interested in Your [VEHICLE MAKE/MODEL]!**

Hello [CUSTOMER NAME],

I noticed we haven't connected yet, and I wanted to make sure our offer for your [VEHICLE MAKE/MODEL] didn't slip through the cracks. The offer expires in 7 days, and we don't want you to miss out on getting the most value for your vehicle.

If there's a better way or time to reach you, please let me know. We're here to work around your schedule and ensure you feel confident about your decision.

Looking forward to your response,

[SALES ASSOCIATE NAME]

[CONTACT INFORMATION]

## Last Chance Email

### Email 1

**Subject: Last Opportunity to Sell Your [VEHICLE MAKE/MODEL] at a Great Price!**

Hi [CUSTOMER NAME],

As we approach the end of our follow-up, we wanted to reach out one last time regarding your [VEHICLE MAKE/MODEL]. If you're still considering selling, we're here to provide an excellent offer. Our team values your time and aims to provide top-notch service and fair valuation.

Could we schedule a final review or meeting to discuss your options? This is a great chance to get the best deal for your car.

Please contact us at [PHONE NUMBER] or reply to this email. We hope to hear from you soon!

Thank you,

[SALES ASSOCIATE NAME]

[CONTACT INFORMATION]

### Email 2

**Subject: Hurry, Your CarGurus Offer Expires Soon**

Hi [CUSTOMER NAME],

This is our last attempt to reach you regarding the sale of your [VEHICLE MAKE/MODEL]. We're still prepared to make you a competitive offer. Please contact us by [DATE] if you're still interested, as we would hate for you to miss out on this opportunity.

Thank you,

[SALES ASSOCIATE NAME]

[CONTACT INFORMATION]

## Appointment Email

### Confirmation

**Subject: Let's Confirm Your Appointment for [VEHICLE MAKE/MODEL]**

Dear [CUSTOMER NAME],

We want to ensure we're all set for our appointment to discuss your [VEHICLE MAKE/MODEL] on [DATE] at [TIME] at

[DEALERSHIP NAME]

[DEALER ADDRESS]

Please reply to this email or give us a call if there are any changes or if you have any questions before the appointment.

Best regards,

[SALES ASSOCIATE NAME]

[CONTACT INFORMATION]

### No-Show Appointment Follow-Up

**Subject: Can We Reschedule Your Visit?**

Dear [CUSTOMER NAME],

We noticed you couldn't make it to our dealership today to discuss the offer for your [VEHICLE MAKE/MODEL]. We understand schedules can change, and we're more than willing to find a new time that fits into your busy day.

Please let us know your availability, and we'll ensure that your next visit is smooth and hassle-free.

Best regards,

[SALES ASSOCIATE NAME]

[CONTACT INFORMATION]

# Text Message Templates

## Initial Outreach

Hi [CUSTOMER'S NAME], this is [YOUR NAME] from [DEALERSHIP NAME]. I'm reaching out about the offer we provided on your [VEHICLE MAKE/MODEL] on CarGurus. Would love to chat more about it. When's a good time for you?

## Trade-In Lead Follow Up

[CUSTOMER'S NAME], we're eager to help you trade up from your [VEHICLE MAKE/MODEL] to a car you'll love even more. We have tons of great inventory ready for you to test drive. When is a good time for you to come into [DEALERSHIP NAME]?

## Offer Expiring

Hi [CUSTOMER'S NAME], your CarGurus offer for [VEHICLE MAKE/MODEL] is expiring soon. Can we set up an appointment for you to come into the dealership to discuss next steps?

## No-Show Appointment

Hi [CUSTOMER'S NAME], noticed we missed you today at [DEALERSHIP NAME]. We're still interested in your [VEHICLE MAKE/MODEL]! Can we find a new time that works for you? Let us know. 😊

## Follow up 1

Hi [CUSTOMER'S NAME], [YOUR NAME] here from [DEALERSHIP NAME]. Still considering our CarGurus offer for your [VEHICLE MAKE/MODEL]? I'm here to help you with next steps - when is a good time to connect?

## Follow Up for Trade-In Lead

Hi [CUSTOMER'S NAME], it's [YOUR NAME] from [DEALERSHIP NAME]. Just wanted to remind you about the great trade-in options available for your [VEHICLE MAKE/MODEL]. Let's set up time for you to come into the dealership and find the perfect new match for you! 🚗

## Appointment Confirmation

Hey [CUSTOMER'S NAME]! It's [YOUR NAME] from [DEALERSHIP NAME]. Just confirming our appointment to discuss your [VEHICLE MAKE/MODEL] on [DATE/TIME]. We're excited to see you! Let us know if you need to adjust the time.