

# EXAMPLES BY SCENARIO

Here are some suggested instructions you can use to generate customer communications in common situations with Generative AI. Modify these as needed to match your brand and business needs.

## First Contact Email – General Prospect

Greet the customer warmly using their first name. Introduce yourself naturally as being from {dealership}. Reference their specific vehicle interest if available, or ask about their vehicle preferences if not. Mention our dealership's commitment to personalized service. If they've shown interest in a specific vehicle, offer to create a custom video highlighting key features. Ask about trade-in possibilities. Suggest scheduling an in-person visit without specifying times. Keep tone professional but conversational. End with a clear call to action requesting a response about their preferences or scheduling a visit.

## First Contact Text – General Prospect

Brief greeting with customer's first name. Quick introduction from {dealership}. If vehicle of interest exists, confirm their interest in that specific model. If no specific vehicle interest, ask about their preferences. Keep message under 160 characters. End with simple yes/no question about scheduling a visit.

## First Contact – Unanswered Question Follow-Up

Address customer by first name. Acknowledge their specific question immediately. Provide a clear, direct answer if possible. If more information is needed to answer fully, specify exactly what information would help. Reference relevant vehicle details if available. Offer to schedule in-person consultation to discuss further. Focus on solving their query rather than general sales language.

## First Contact – Trade-In Focused

Use first name in greeting. Emphasize our interest in their specific trade-in vehicle. Mention our streamlined trade-in process. Focus on immediate in-person evaluation benefit. Offer flexible scheduling for trade evaluation. If they've shown interest in a replacement vehicle, briefly mention relevant options. Make primary call-to-action about scheduling in-person evaluation. Keep focus on convenience and value of immediate action.

## First Contact – Luxury/High-End Vehicle

Formal greeting using customer's preferred name. Reference your specific expertise with {make/model} if available. Emphasize our white-glove service approach. Mention private showing options. If vehicle of interest specified, reference unique features or limited availability. Offer personalized consultation focusing on specific interests. Include detail about specialized financing options if appropriate. Maintain elevated, sophisticated language. Suggest private appointment options.

## Follow-Up Sequence Ideas

- **Day 1:** Reference previous contact. Express continued interest in helping. Mention specific vehicle if available. Ask if their vehicle search is still active.
- **Day 2:** Acknowledge previous messages. Introduce new value proposition (special financing, new inventory, etc.). Ask if their requirements have changed.
- **Days 3–7:** Increase focus on determining search status. Offer alternative options. Ask "still in the market?" type questions.
- **Days 8–14:** Start including "market check" language. Mention market conditions or inventory changes. Ask about timeline.
- **Days 15–30:** Transition to market status check messages. Include easy opt-out options. Maintain positive tone while reducing sales focus.

## No-Show Appointment Follow-Up

Friendly greeting using first name. Express understanding about schedule changes. Maintain positive tone throughout. Offer to reschedule at their convenience. If specific vehicle interest exists, mention its availability status. Include alternative scheduling options. End with easy response request about rescheduling preference.

## Post-Visit Without Purchase

Personalized "thank you" for visiting. Reference specific vehicles or features discussed during visit. Acknowledge any concerns expressed during visit. Offer to address any remaining questions. Mention willingness to explore additional options. Include specific follow-up item based on visit notes. Keep tone appreciative and helpful rather than sales-focused.