

Mastering Modern BDC Word Tracks: Easy Ways To Increase Conversations

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In today's competitive automotive market, effective communication is key to converting leads into appointments and sales.

Business Development Centers (BDCs) play a critical role in engaging potential customers, and using the right word tracks ensures consistency, professionalism, and higher conversion rates.

This webinar dives into the latest strategies for crafting and delivering modern BDC word tracks that resonate with today's car buyers, builds trust, and drives dealership success.

Key Takeaways:

- Why Word Tracks Matter – How structured scripts improve consistency, customer experience, and conversion rates.
- Building Rapport – Techniques to create a connection with customers and increase engagement.
- Handling Objections with Confidence – Proven responses to common customer concerns and hesitations.
- Appointment-Setting Strategies – Word tracks designed to increase show rates and minimize no-shows.
- Adapting to Modern Buyers – How to tailor scripts for phone, text, and digital communication.
- Measuring and Improving Performance –

Tracking key metrics and refining word tracks for optimal results.

Competitiveness

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In today's market, success depends more on mindset, approach, and personal connection than on pricing or inventory. Build trust by guiding, listening, and engaging authentically. Prioritize relationships over transactions, gather work numbers naturally, and ask meaningful questions to deepen conversations, understand customer needs, and create lasting impressions that drive results.

Unsold Traffic

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Converting unsold showroom traffic starts with fast, personal follow-up. Call within an hour, focus on the person—not the car—and use smart, emotionally intelligent messaging. Speed, tone, and strategy turn missed opportunities into sales.

Heighten Skill Set

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Professional growth is essential. Mastering conversation, asking smarter questions, and engaging a buyer's "circle of influence" drives stronger connections, better conversions, and lasting ROI. Train your team to communicate with confidence, clarity, and purpose.

Objections & Stalls

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Objections aren't roadblocks, they're opportunities. With the right words and timing, your team can reframe hesitations, build trust, and guide

conversations. Training in confident, strategic responses turns “no” into “not yet”—and sales follow.

Referrals

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Referrals build trust, credibility, and growth. Every happy customer is a chance to generate a quality lead. Asking confidently signals success, not desperation. Train your team to reframe rejection, stay conversational, and make referrals a natural, daily habit. Belief in your service inspires customers to share—and trust grows from there.

BDC Tips

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BDC success comes from daily discipline, smart planning, and intentional action. Prioritize fresh

leads, set hourly goals, and track performance. Focus on self-generating one-third of appointments through referrals, service customers, and unsold traffic. Own your store’s daily traffic—strategic, consistent outreach fuels results and turns good days into great months.

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2025 demands a smarter, faster approach. With tariffs rising and lead costs climbing, your store must adapt daily—prioritize high-converting leads, evolve messaging, and own traffic generation with focus, urgency, and consistent execution.

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Competitiveness: think like sales don’t sound like it

When it comes to being competitive in today’s market, the secret isn’t just about offering the best price or having the most inventory, it’s about *you*. Your mindset, your approach, and how you present yourself matters far more than the deal itself.

Think like sales, but don’t *sound* like sales.

The most effective sales professionals don’t come across pushy or transactional—they guide, listen, and connect. The old-school “car salesperson” stereotype is truly obsolete.

People buy from those they trust and feel understood by, not from those who are pushing an agenda.

Instead of obsessing over what you *can’t* control—market pricing, interest rates, inventory shortages—shift your focus to what you *can* control the relationship you build, the questions you ask, and how often you’re able to continue the conversation.

That’s where the work number comes in. It’s not just a way to contact, it’s an opportunity!

If you want to outperform your competition, make it your mission to gather work numbers. Most reps don’t, and that’s your edge.

Frame it naturally: “*Is this your cell or work number? And just for backup, what’s your work number?*”

Don’t ask for a “second number”—ask specifically for work.

So, what do you do when you get pushback about the work number?

Change it into a conversation and say “*Where do you work?*” “*What do you do for a living?*”

This helps them to open up.

If it becomes clear that the nature of their job, a dentist for example, precludes them from taking calls, respond “*if I needed to reach you when you’re at work, I can simply leave your voicemail at work. Therefore, when you get a break, you could call me back.*”

°Unsold Showroom Traffic increase customer visit conversion

Turning unsold showroom traffic into sold units starts with one key discipline: immediate, meaningful follow-up.

The average buyer visits only 1.5 stores before they make a purchase decision.

That means if they have left your dealership without buying, you still have a real shot—*but only if you act fast!*

Call them within one hour of their visit, because your competition will not call them until the next day.

That short window keeps the experience fresh in their mind and positions you as proactive, not reactive.

But here's where most people slip up: they call and immediately bring up the car that the customer looked at.

Don't do that!

Don't leave the name of the car or the name of the dealership. It makes it all about the vehicle when your real advantage lies in making it about *them*.

Instead lead with something like this when they answer: *"Is this John? [yes] John, did I catch you at a bad time?"*

Or if they are guarded and ask: "who is this?" Respond *"This is Joni, do you have a moment to speak?"*

This is where the work number becomes your superpower.

Most reps don't ask for it, so when you do, you've just given yourself a critical edge.

If you can't reach them on their cell, which happens more than you'd like, you've got another door to walk through.

Frame it naturally during the visit: *"Just to make sure we stay in touch, is this your cell or work number? And for backup, may I have your work number?"*

If you make your follow up call and if it's a voicemail, Joni recommends just leaving your name, number and words like "good news."

For example: *"Hey John, this is Joni. Give me a call back at 555. 5555 at your earliest convenience, I've got some good news!"*

Experience shows that 50% will respond within 48 hours. After all, who doesn't like good news?

Effective messaging is key so your follow-up message should be focused, personal, and emotionally intelligent.

Your follow-up must feel like a continuation of the in-store experience, not a desperate attempt to close.

The goal is not to sell a car—it's to re-engage a human being.

A great line to open with might be, *"I really enjoyed meeting you today—thank you for stopping in. What did you think about your overall experience?"*

What seals the deal in converting unsold traffic isn't luck—it's the *combination* of speed, strategy, and tone.

When you lead with positivity, stay customer-focused, and execute with precision, you'll consistently turn unsold showroom visits into delivered vehicles.

Heighten Your Skill Set: Professional Development That Drives Results

In today's competitive market, professional development isn't just a nice-to-have—it's essential.

The ability to ask the right questions and engage more effectively with customers directly translates to better lead conversion, stronger relationships, and a higher long-term ROI.

One key area of growth is mastering the art of conversation, especially in automotive sales. Where influence and timing matter most.

Consider this: when a customer comes in to buy their next vehicle, do you know who else might drive it?

This is called their "Circle of Influence" in other words, their family and other influencing parties.

It's not just about the buyer—it's about their "circle of influence."

So instead try: *"Hey, when you buy your next vehicle—whether it's from me or not—who else might be driving it from time to time?"*

That one question can open the door to deeper engagement and more complete decision-making.

Now, when a customer asks, "What's my vehicle worth?"—don't fall into the trap of basic appraisal talk.

Avoid quoting numbers and respond instead with confident clarity: *"Never more than today."*

Since tariffs are likely to cause used vehicle prices to rise (again), it is important to capture new trades, so this is a good follow on.

"We are in strong need of used vehicles so if we can offer you enough money would you sell it to us?"

This phrase highlights urgency without pressure and places value right where it belongs—in the present moment.

And it's never worth more today because obviously the vehicle depreciates every day.

And of course everyone wants to know the best price?

But instead of quoting numbers, pivot with power: *"When was the last time you drove it?"*

This puts you in control of the conversation and reframes the price discussion around the customer's experience.

These word tracks are proven tools to elevate your team's performance.

Investing in training your staff to use these techniques gives them the confidence to connect, convert, and close more effectively.

When your team grows, your business grows. Equip them with the skills, and the results will speak for themselves.

Objections & Stalls: Getting Past Customer Hurdles with Confidence

In the world of automotive sales, objections and stalls are not roadblocks, they are opportunities. Every

“no” or hesitation is simply a door waiting to be opened with the right words.

The difference between losing a lead and converting a sale often lies in how your team handles the tough moments. The good news? These skills can be trained.

Let’s start with one of the biggest traps: renegotiating after the customer walks out. If a customer leaves without buying, do not chase them with a better deal.

Doing so shatters credibility. Instead, reframe the conversation.

If they say, “The payments were too high,” respond with, *“I’m glad you brought that up. Since your visit, my management team pointed out a few similar vehicles that might better fit your budget.”*

The leverages FOMO, the Fear Of Missing Out, and frequently they find that affordability is no longer an issue.

Even if payments are truly too high, you’re not lowering the price—you’re offering alternatives and providing more value while taking control.

When someone says, “I can’t make an appointment without speaking to my spouse,” don’t fight it.

Instead, say, *“I completely understand. Most people have someone else involved. Just looking at your calendar, what works better for you—2:00 or 4:00 today?”*

Book a *half appointment* and offer to call or meet their spouse to answer questions. This builds rapport and increases show-up rates dramatically.

The dreaded “I’ve decided to hold off” can feel like the end of the road—but it’s not.

Most salespeople get pushy or interrogative.

Instead, flip the script and respond calmly: *“That’s OK, totally understand.”* Then ask, *“Just curious—how many drivers in your household? How many vehicles? And who is most likely to buy?”*

You’ll often uncover new buying needs or even an entirely different lead.

This shift in tone invites trust and positions you as an advisor, not just a salesperson.

Another tough objection? “I didn’t agree with the trade value.”

Again, don’t get defensive.

Introduce the *independent buyer* process:

“I’m sorry to hear that. Are you familiar with our independent buyer program? These professionals evaluate trades by appointment to help us offer top-dollar—takes 20 minutes and is totally free.”

This language creates a fresh opportunity to justify the trade price and adds perceived value that your competitors aren’t offering.

Ultimately, every objection has an answer—your team just needs the tools to respond with strength and strategy.

It’s not about scripts; it’s about confidence and timing.

When your staff know *what* to say and *when* to say it, they can guide the conversation, earn trust, and

convert more customers.

Invest in training your team with proven word tracks and response frameworks. Practice until confidence is second nature. Because objections don't kill deals—poor responses do.

Referrals: A PR Statement for Your Store

Referral generation isn't just a sales tactic—it's a powerful public relations tool that builds credibility, trust, and lasting growth for your store.

Every satisfied customer is a potential advocate, and every great conversation is a chance to create a free, high-quality lead.

That's why *every positive customer interaction should end with a referral ask.*

Not because it's a pitch, but because it signals confidence and success.

Think of it this way: *"John, before we wrap up, I'll ask you for a small favor—most of our customers come from referrals, from people just like you."*

That simple sentence elevates your brand and separates you from every other dealership.

You're not desperate, you're thriving. People want to do business with confident professionals who believe in what they offer.

Yet even the best staff can hesitate when it comes to asking for referrals.

Why? Fear of rejection.

But it's not rejection—it's redirection.

If someone is hesitant or says they don't give referrals, don't back off.

Reframe it: *"I'd just like to introduce myself and answer any questions they might have. That way, if they ever need help, they know someone they can trust."* This makes it less of a hard sell and more of a warm introduction.

When calling a referral, the tone is everything because these leads aren't cold, they come pre-warmed with trust.

Open with, *"Hi, my name is [Name], I work with [Dealership], and your friend [Customer Name] thought I might be able to help you with any automotive needs."*

Keep it friendly, conversational, and helpful. Never pressure—position yourself as a resource.

Here are a few key steps to build a strong outbound referral call:

1. Gather the name, number, and any shared interest or vehicle info from the original customer.
2. Call with confidence—mention the referring customer early and with warmth.
3. Offer something of value—even if it's just a consultation or vehicle appraisal.
4. Book an appointment or ask permission to follow up at a better time.
5. Follow through—even if the lead doesn't convert right away.

The beauty of referrals is in their conversion potential.

They're less likely to grind you on price, more open to conversation, and more loyal if the experience is

solid.

These customers haven't been burned out by researching 14 different websites. They're walking in with trust already half-built.

To grow your referral volume, make it part of your daily rhythm

Train your team to see it as the standard—*the way we say goodbye*.

And remember it's not just about the "ask;" it's about what you believe.

☺ Believe in your store.

☺ Believe in your service.

☺ Believe that you're helping people.

Because when you do, your customers believe it too—and they'll tell their friends.

BDC Team Key Tips: Improving Activity One Day at a Time

Success in the Business Development Center doesn't happen by chance, it's created through daily discipline, smart goals, and a consistent process.

Your team's ability to generate traffic, set solid appointments, and support sales hinges on taking ownership of every single day with intentional planning and hour by hour performance tracking.

1. Start with Today's Call Priority

Your first step each day isn't "clearing your queue"—it's focusing on what drives outcomes.

Prioritize new leads that just hit your system. Fresh activity deserves fresh action, especially within the first few minutes of a lead hitting your site.

After that, move to your 24-hour lookback: phone-ups without appointments, email responses without engagement, and walk-ins without follow-up.

Phone leads, by the way, are gold. They're more engaged than internet leads and deserve special attention.

When asked about algorithm driven AI lead generators like Automotive Mastermind, Joni urged caution because the customer may be unprepared to engage.

Joni posited that if customers are in the CRM, that she would handle with a call and conversation such as "Do you still have your car?" and "We are in strong need of used vehicles so if we can offer you enough money would you sell it to us?".

2. Set Hourly Objectives and Goals

In BDC, activity without purpose is just noise. The goal isn't just how many calls you make—it's how many *appointments* you set.

A strong benchmark for setting an hourly flow is 17 dials = 3 contacts which = 1 appointment.

That translates to 8–10 appointments a day, attaching you to 20+ car deals per month.

That's the power of intentional performance. Build accountability around dials, contacts, and outcomes to keep the pace and morale high.

3. Establish a Daily Appointment Run Rate

You can't leave the day to chance. The store depends on traffic and the BDC is the engine, so know what

your store needs to reach its goals.

If the store needs 10 sales today, how many appointments does that require? Based on average show and close rates, the answer may be 40 appointments.

Your BDC should own that number. You're not reacting to leads, you're driving the entire day's performance.

4. $\frac{1}{3}$ of Appointments Should Be Self-Generated

Waiting on new leads won't cut it. Build your own momentum by generating one-third of your appointments through self-sourcing. This includes:

- Referrals
 - When asked about referral programs, Joni stated that paying for referrals is a fool's errand because they are hard to track with a high propensity for disappointment and customer ill-will.
 - If the decision is to incentivize customer referrals, Joni prefers store credits or gift cards for local restaurants because customers are more likely to remember and appreciate them.
- Unsold showroom traffic
- Past customers (especially **36 - to 48-month** owners)
- Missed appointments or no-shows
- High mileage service customers

Joni noted that since loyal Service customers have a higher probability of purchasing their next vehicle from the dealer and calls that don't result in an appointment should be pivoted to a service appointment

BDC success isn't only in the CRM, it's in your initiative.

These are free leads with high conversion potential. The best BDC teams don't just manage traffic, they manufacture it.

5. Own Your Store's Daily Traffic

The real power of the BDC is in traffic ownership. You're not just making calls; you're creating outcomes.

Show rates and sales performance start with you. The best stores don't have traffic problems, they have well-trained BDC teams fueling the floor with opportunity.

Own that role. Track your numbers, share them, and be proud of the appointments you contribute.

Final Thought:

Your BDC isn't about grinding through calls, it's about fueling the store with strategic, confident outreach.

When every team member sets daily goals, works the right priorities, and self-generates leads, results improve quickly—and consistently.

The BDC should coordinate with the Sales Manager, especially for customers who have expressed interest in specific vehicles or have special needs, to ensure a smooth handoff.

When asked about the BDC assigning appointments to sales consultants, Joni suggested leaving that up to the Sales Manager.

One solid day becomes a solid week. A solid week becomes a record month.

Demands of 2025: Nine Months to Impact Our Year

We're officially in the fast lane of 2025, and with just nine months left to impact the year, now is the time to shift gears—hard!

The clock is ticking, but the good news is that there's still plenty of opportunity.

The question is whether your store is willing to adapt and push forward with focus and consistency.

What worked in 2024 likely won't be enough to dominate 2025. The game is evolving and so must your team.

One of the biggest wildcards this year is the growing impact of tariffs.

They're not just headlines, they're reshaping the pricing and availability of key inventory segments, so your messaging must evolve.

Customers will start to hesitate, stall, or "wait and see."

Because tighter supply and high demand will drive prices up, the best BDC reps and sales teams will respond confidently with phrasing like: *"We currently have several models with non-tariff pricing available—this might be the best timing before values shift."*

That language reframes urgency and reinforces your role as a guide, not a pressure agent.

Just as important are conversion expectations by lead source.

In today's environment every lead isn't created equal, but every lead must be worked smartly.

Internet leads still matter, but phone-ups and referrals convert faster.

Your store must raise the bar on daily prospecting standards and get more surgical in how it prioritizes effort. That means tight follow-up timelines, clean data, fast response, and smarter messaging.

Daily prospecting demand is higher now than it's been in years.

With lead costs rising and market uncertainty looming, your self-generated pipeline is more than a backup plan—it's your power play.

Go back to previously sold customers.

Hit the unsold showroom traffic faster than your competitors.

Reach out to service customers with aging vehicles.

Referral generation, household prospecting, and reactivating long-term CRM contacts aren't "extra work"—they're your lifeline.

To make the most of what's left of 2025, your store must own its daily traffic.

That means the BDC isn't just reacting to leads—it's driving momentum.

The leadership should ask: *How many appointments do we need today to hit our sales goal?* And your answer must be tied to real prospecting plans and performance metrics. One day at a time. One call at a time. One appointment at a time.

Conclusion

Bottom line? You don't need a miracle. You need a mindset shift.

What you did in 2024 set the foundation—but what you do now determines how your year ends.

Don't let another month slide by “hoping” things pick up.

- ✓ Control what you can.
- ✓ Train harder.
- ✓ Prospect smarter.

- ✓ Measure better.
- ✓ And leading with confidence that success is absolutely within your grasp.
- ✓ Contact Joni for a review of your operations or for copies of this scripts and word tracks highlighted in this webinar.



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