

# Lead Response Video Script



VIDEO SCRIPT

Hello [Customer Name]

My name is [salesperson] and I am with [Dealership Name]. I am sending you this message today to Thank You for expressing interest in our [Year, Make, Model vehicle].

Great News...that vehicle IS still available! This is the [color, trim, with the ABC package] you found on [Lead Source Website].

We currently have that [model] priced at \$\$,\$\$\$\$. You may be able to take advantage of some incentives and discounts available through the end of the month. Let's get together to go over your personalized pricing. We can do that here at the dealership, or remotely. I am happy to call, text, email, or even Facetime...whatever works best for you! My callback number is [Speak Clearly and Slowly] xxx-xxx-xxxx.

Give me a ring, or simply reply to this message to get started! If you are local and it's convenient, I'd love for you to stop by! We are here today until x:xx and tomorrow from [time to time]. Once again, this is [salesperson name]. Thank you for considering [dealership name]. We look forward to assisting you!