

Modern Selling Skills: Electronic Communications

Working with Clients When You're Not Face-to-Face



Extraordinary client experiences are easier to create when that client is standing in front of you, but not every client interaction is in person. These practical techniques will help you deliver outstanding moments when you're communicating with clients electronically.

CORE RULES OF ELECTRONIC COMMUNICATION

- ✓ Respond quickly (30 minutes for phone/email, 10 for text)
- ✓ Default to the client's preferred communication method
- ✓ Always use the client's name
- ✓ Mirror the client's style (formal, detailed, casual, etc.)
- ✓ Stay focused and on message
- ✓ Avoid jargon and technical language
- ✓ End with a question or proposed next steps



Best Practices by Communication Channel

TELEPHONE

Return phone calls within 30 minutes. If a delay is unavoidable, let the client know when to expect a call.

Smile when you're on the phone. It really does make a difference in your tone.

Verify a new client's name, preferred communication method, and objectives.

Set expectations and suggest next steps before ending a call, and ask if the client has any questions.

TELEPHONE: SAMPLE WORD TRACKS

"Hi [NAME], this is Susan from City Acura. Is this a good time to discuss [TOPIC]?"

"I really appreciate your time. Is this the best number to reach you?"

"I'd be glad to follow up on that. I can send you some information via email if that's all right."

"Does [SUGGESTION] sound right to you?"

"Thank you so much. I'll text you some photos of the red MDX and reach out tomorrow to follow up."

VOICEMAIL

When leaving a message for a client, keep it under 20 seconds if possible.

Don't use voicemail to answer questions unless they're very simple.

If confirming or scheduling something, verify the date and time and offer alternatives.

Wrap up with next steps and a sincere "thank you."

Always end messages with your name and phone number, even if the client knows you.

VOICEMAIL: SAMPLE WORD TRACKS

"Hi [NAME], this is Robert from City Acura. I'm returning your call about the 2026 ADX. I'd be delighted to discuss on the phone, or, if you prefer, we could set up an appointment."

"I'm calling to confirm your appointment on Tuesday the 8th at 2:30 p.m. If that time doesn't work, just let me know and I'll reschedule."

"I have more information about financing options for your new Integra. Please call me back whenever it's convenient. I'll call again tomorrow if I don't hear from you."

"...Again, this is Robert from City Acura, at [NUMBER]. I'm looking forward to speaking with you. Have a great day!"

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Best Practices by Communication Channel (cont.)

TEXT	TEXT: SAMPLE WORD TRACKS
Ask permission to communicate with clients via text before you do so. Identify yourself and your dealership when texting a client for the first time. Be brief and precise. Keep texts under 300 characters and use line breaks for readability. DON'T use emoji, acronyms, or technical jargon. DO use punctuation and proper grammar. If attaching photos or videos, start with a text letting the client know to expect it, then send the file(s). Conclude texts with a question to drive a reply.	"Hi Bill, it's Cadence from City Acura. Looking forward to meeting you tomorrow at 4 p.m. Do you have any questions ahead of time?" "Good morning, Kathleen! I can reserve a test drive tomorrow at 5:40 p.m. or Wednesday at 10:20 a.m. Which works best for you?" "I took some photos of the RDX you saw this morning. May I text them to you now?" "Absolutely, I'd be glad to start a remote appraisal. At your convenience, please text me four photos (vehicle front, side, odometer, and VIN). I should be able to send a value range in ~10 minutes." "I'll email you both delivery and payment options. Don't hesitate to reach out if you have any questions."
EMAIL	EMAIL: SAMPLE TEMPLATE
Use clear subject lines that give a solid, engaging reason to open the message. Email messages should be easy to scan. Use short sentences and paragraphs, bullets, and simple language. Write clear, complete sentences with proper punctuation. Avoid emoji and ALL CAPS. Keep file attachments small to avoid bouncebacks or other delays. If you need or expect a response, include a friendly call to action encouraging a reply.	SUBJECT: Your Out-the-Door Numbers – RDX Advance Hi [NAME], Thank you again for your time and interest. I hope you enjoyed our drive this morning! As you requested, here are some transparent figures for the RDX Advance we discussed: – Vehicle Price: [\$] – Taxes/Fees: [\$] – Out-the-Door [\$] (valid through [DATE]) Here are two payment options that also align with your needs: – \$/month for [TERM], with \$ down – \$/month for [TERM], with \$ down I'd be very happy to put together some additional options if you'd like to explore further. Would you like me to hold this vehicle, or schedule an appointment or call to discuss further? I look forward to hearing from you! [YOUR NAME] – [DIRECT PHONE NUMBER]

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Handling Common Scenarios – Any Channel

Here are some starter messages that you can adjust to suit your needs regardless of how you're communicating with the client:

- "That exact [TRIM/COLOR] is expected [ETA/DATE]. I'd be happy to reserve one, or we can look at a couple of other options. Which would you prefer?"
- "I can map out two paths that should align the numbers with what you're looking for: one keeps you under [\$X]; the other includes [FEATURE] for [\$Y] more. Would you like to see those options?"
- "It sounds like keeping the monthly payment under [\$X] is key. Would you be open to a slightly longer term or higher down payment if it got you there?"
- "If I can match or beat [COMPETITOR] with better equipment, would you be open to seeing that option before you decide?"
- "Some clients are more interested in a lower monthly payment, while others would rather have a shorter term. Which do you prefer?"



Electronic Communications Checklist

Just like face-to-face interactions, your electronic communication skills improve with practice. Before you hang up the phone or tap send, ask yourself the following questions:

- ___ Did I address the client by name?
- ___ Have I made the interaction personal by mentioning a specific interest or query?
- ___ Have I mirrored the client's preferred tone — formal, casual, detailed, etc.?
- ___ Have I provided at least one clear value statement or proof point?
- ___ Have I offered multiple options?
- ___ Have I proposed the next step(s)?
- ___ Have I shared my direct contact information?
- ___ Have I thanked the client for their time and interest?