



## **Auto Dealership In-Store Sample Scripts**

### **NEW STANDARDS:**

The routine has just ended. Welcome to (INSERT COMPANY NAME HERE), home to the dynamic driving legacy of model cars, as well as the new standard for the buying and ownership experience. This year, the (INSERT CAR MAKER NAME HERE) fleet has enhanced their benchmark for precision engineering and spell-casting styling and we encourage you to test-pilot one of these dream-driving machines today. Just prepare to be captivated.

### **AAA TOP SHOP:**

We're kind of unique at (INSERT COMPANY NAME HERE), we think, because after we repair your vehicle, we want to hear back from you as to how you liked our work. So please fill out our Triple-A customer comment card. Recently, we were voted 'top shop' with Triple A, and we have the largest amount of satisfied customers, too. We look forward to serving you.

### **FINANCING & REBATE SPECIALS:**

Hello, and welcome to (INSERT COMPANY NAME HERE). We want to take this opportunity to remind you that right now we are partnering our always-low prices with zero percent financing and terrific rebates. This offer is only good until (INSERT DATE HERE), so ask a representative for details.

### **FEATURED MODEL - COMPACT CAR:**

The (INSERT MODEL NAME HERE) is the compact car with big ideas. From the outside it may merely look like a stylish compact, but get behind the wheel and you'll discover this a dynamo of possibilities, a little engine that does! Need the power to navigate today's traffic? (INSERT MODEL NAME HERE) delivers. Need flexible storage? Its cargo area is spacious. Want to pilot a cockpit of spy-like gadgets? (INSERT MODEL NAME HERE) lets you plug in, tune in and hook up with a host of accessories. Test drive the (INSERT MODEL NAME HERE) here at (INSERT COMPANY NAME HERE) today. Compact car, big ideas.

### **PARTS DEPARTMENT:**

(INSERT COMPANY NAME HERE) is where the people make the difference in price, service and helping you create the ultimate (INSERT CAR MAKER NAME HERE) with our parts and accessories department. From genuine (INSERT CAR MAKER NAME HERE) parts to keep your vehicle running at peak performance to a full line of racing products and signature accessories, we have everything you need. And please ask us to put you on the mailing list for (INSERT CAR MAKER NAME HERE) parts coupons.

### **ENHANCE YOUR CUSTOMERS' ON-THE-LOT EXPERIENCE.**

Request your **FREE** customized sample production of Muzak In-Store messaging at <http://solutions.muzak.com/VoiceSample>.

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