

# Scripts for TrueCar Prospect Follow-up Calls

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## Pre-approved (With rate subvention)

Hi, my name is \_\_\_\_\_ and I am calling from \_\_\_\_ Credit Union. How are you today? I am calling to follow up with you on your car buying service request. I am your Car Buying Specialist and am here to assist you with the process. Do you have any questions about how the service works?

I see that you are already pre-approved for your \_\_\_\_ CU loan at an interest rate of \_\_\_\_\_. If you purchase your new vehicle through our car buying service, you will receive a \_\_\_\_ discount, making your rate \_\_\_\_! Do you have any questions about your loan? (If member applied at a branch, encourage them to go back to the branch to finalize.)

Please contact me if you have any questions, or if you need assistance regarding your vehicle purchase and \_\_\_\_ CU loan. My phone number is xxx-xxx-xxxx ext. \_\_\_\_\_ and my email is [carbuyingservice@yourcreditunion.org](mailto:carbuyingservice@yourcreditunion.org).

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## Not pre-approved (With rate subvention)

Hi, my name is \_\_\_\_\_ and I am calling from \_\_\_\_ Credit Union. How are you today? I am calling to follow up with you on your car buying service request. I am your Car Buying Specialist and am here to assist you with the process. Do you have any questions about how the service works?

Did you know that \_\_\_\_ CU has great rates on auto loans? If you purchase your vehicle using our car buying service and finance it at \_\_\_\_ CU, you will receive a \_\_\_\_ discount on our already low rates! Would you like me to take an application from you now? You can also apply online, by calling the Member Service Center, or at any branch office.

Please contact me if you have any questions, or if you need assistance regarding your vehicle purchase and \_\_\_\_ CU loan. My phone number is xxx-xxx-xxxx ext. \_\_\_\_\_ and my email is [carbuyingservice@yourcreditunion.org](mailto:carbuyingservice@yourcreditunion.org).

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## Pre-approved (No rate subvention)

Hi, my name is \_\_\_\_\_ and I am calling from \_\_\_\_ Credit Union. How are you today? I am calling to follow up with you on your car buying service request. I am your Car Buying Specialist and am here to assist you with the process. Do you have any questions about how the service works?

I see that you are already pre-approved for your \_\_\_\_ CU loan at an interest rate of \_\_\_\_\_. Do you have any questions about your loan? *(If member applied at a branch, encourage them to go back to the branch to finalize.)*

Please contact me if you have any questions, or if you need assistance regarding your vehicle purchase and \_\_\_ CU loan. My phone number is xxx-xxx-xxxx ext. \_\_\_\_ and my email is [carbuyingservice@yourcreditunion.org](mailto:carbuyingservice@yourcreditunion.org).

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Hi, my name is \_\_\_\_\_ and I am calling from \_\_\_ Credit Union. How are you today? I am calling to follow up with you on your car buying service request. I am your Car Buying Specialist and am here to assist you with the process. Do you have any questions about how the service works?

Did you know that \_\_\_ CU has great rates on auto loans? Would you like me to take an application from you now? You can also apply online, by calling the Member Service Center, or at any branch office.

Please contact me if you have any questions, or if you need assistance regarding your vehicle purchase and \_\_\_ CU loan. My phone number is xxx-xxx-xxxx ext. \_\_\_\_ and my email is [carbuyingservice@yourcreditunion.org](mailto:carbuyingservice@yourcreditunion.org).

# Scripts for TrueCar Prospect E-mails

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## Concise Version (If MSR will call)

Thank you for being a member of \_\_\_\_\_ and for using our Car Buying Service. This service was deigned with you, our member, in mind to help you save time and money on your next car purchase.

Be sure to be on the lookout for those special member-only deals!

In the next few days, please expect a call from one of our representatives to assist with the process. In the meantime, if you have not already done so, please click [HERE](#) to apply for our low rate auto loans or call xxx-xxx-xxxx. Being pre-approved before you visit the dealer can get you into your new car even faster!

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## Concise Version (If no calls)

Thank you for being a member of \_\_\_\_\_ and for using our Car Buying Service. This service was deigned with you, our member, in mind to help you save time and money on your next car purchase.

Be sure to be on the lookout for those special member-only deals!

If you have not already done so, please click [HERE](#) to apply for our low rate auto loans or call xxx-xxx-xxxx. Being pre-approved before you visit the dealer can get you into your new car even faster!

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## Long Version (With rate subvention)

Thanks for using the \_\_\_\_\_ CU Car Buying Service, powered by TrueCar! We hope you were able to find great vehicle choices at amazing prices. But the savings don't end there!

Did you know that \_\_\_\_\_ CU has great rates on auto loans? If you purchase your vehicle using our car buying service and finance with \_\_\_\_\_ CU, you will receive a \_\_\_\_\_ discount on our already low rates! Applying couldn't be easier. Simply visit \_\_\_\_\_. Pre-approval takes place in minutes! You can also apply by calling our Member Service Center, or by visiting any branch office.

Already pre-approved? Simply take your pre-approval to the TrueCar dealer to ensure you get the best price and secure your \_\_\_\_\_ discount on your loan!

Please contact us at xxx-xxx-xxxx if you have any questions, or if you need assistance regarding your vehicle purchase and getting pre-approved.

Thanks for being a member of \_\_\_\_\_ CU.

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## Long Version (Without rate subvention)

Thanks for using the \_\_\_\_\_ CU Car Buying Service, powered by TrueCar! We hope you were able to find great vehicle choices at amazing prices. But the savings don't end there!

Did you know that \_\_\_ CU has great rates on auto loans? Applying couldn't be easier. Simply visit \_\_\_\_\_. Pre-approval takes place in minutes! You can also apply by calling our Member Service Center, or by visiting any branch office.

Already pre-approved? Simply take your pre-approval with you when buying your new car!

Please contact us at xxx-xxx-xxxx if you have any questions, or if you need assistance regarding your vehicle purchase and getting pre-approved.

Thanks for being a member of \_\_\_\_\_ CU.