



Make the Wait Great

Car Dealer On-Hold Message Ideas

Ready to get started? Use these ideas to keep sales, service, parts and finance callers informed while they wait. Promote what matters now, point customers toward useful online tools, and keep department information current. We provide professional scriptwriting services, or you can enter your scripts into our AI Studio for instant messages and prompts.

SALES & INVENTORY

- ☐ New arrivals and featured models
- ☐ Certified pre-owned inventory and benefits
- ☐ Online inventory, pricing and vehicle research
- ☐ Trade-in tools and appraisal options
- ☐ Finance application and payment resources
- ☐ Sales hours, weekend hours and holiday schedules

OWNERSHIP & CONVENIENCE

- ☐ Warranty and vehicle protection programs
- ☐ Roadside assistance and ownership benefits
- ☐ Mobile apps and connected vehicle features
- ☐ Body shop or collision repair services
- ☐ Pickup, delivery or shuttle options
- ☐ How to reach the right department faster

SERVICE & PARTS

- ☐ Service hours and online appointment scheduling
- ☐ Oil changes, tires and routine maintenance
- ☐ Seasonal service and vehicle preparation
- ☐ Factory-trained or certified technicians
- ☐ Parts ordering, availability and pickup
- ☐ Service lounge amenities and customer conveniences

DEALERSHIP NEWS & COMMUNITY

- ☐ Dealership awards and customer reviews
- ☐ Community sponsorships and local events
- ☐ New model launches and test-drive events
- ☐ Seasonal promotions and limited-time programs
- ☐ Social media, videos and dealership news
- ☐ Special department hours and weather updates

Script Tips

One topic per message. Write individual messages of 50 words or fewer.

Keep it current. Use start and stop dates for promotions, events and special hours.

Give callers a next step. Send them to online scheduling, inventory, service or finance tools.

Plan by department. Use messages that are useful to sales, service, parts and finance callers.