

ECK AUTO GROUP

Video Walkaround Script — Master Training Sheet

How the system works, why it works, and what a great script looks like in action



WHAT IS THE VIDEO WALKAROUND SYSTEM?

When a customer submits a lead on your website, they did not just fill out a form. They raised their hand. They said: I am interested. Your job in the next few minutes is to reach back out in a way that feels personal, not automated — and video is the single most powerful tool you have to do that.

The Eck Auto Group Video Walkaround Script System gives every product specialist at every store a proven framework for filming a 60-second vehicle walkthrough that gets sent directly to that customer. It is built around one principle:



Customers don't buy features. They buy how a vehicle makes them feel.

Every script in this system is written to sell emotion first — and let the vehicle prove it.

The system produces two documents for every vehicle on your lot:

1. TRAINING EDITION — teaches the rep WHY each line works, includes word banks and coaching notes
2. QUICK REFERENCE — a clean, ready-to-read script the rep picks up and films from



THE FOUR-PART STOP/START FORMAT

Every walkaround uses the same four-zone structure. The rep stops and restarts the camera at each zone — no walking shots, no bumpy transitions. Each zone is its own clean clip.

Zone	Where You Film	What You Accomplish	The Emotional Goal
Part 1	Camera on your face	Build trust — put a real person behind the lead response	Make them feel like a rep, not a bot, reached out
Part 2	Front of the vehicle	Establish the visual identity of this specific unit	Make them picture themselves pulling up in it
Part 3	Inside the cabin	Connect features to daily life moments — drop trade CTA	Make them feel at home before they've sat in it
Part 4	Rear of vehicle + face	Close on the vehicle's single differentiator — end on you	Leave them with a reason to come in and a face to call

⚡ THE ONE RULE THAT RUNS THROUGH EVERY SCRIPT

💡 Feature → Feeling → Daily Life Moment

WRONG: 'It has heated front seats.'

RIGHT: 'On a cold morning in January, you get in and that seat is already warm. Every single day.'

WRONG: 'The bed has a 400-watt inverter.'

RIGHT: 'There's a power outlet built right into the bed — run your tools without a generator.'

Never list a feature. Always show the customer what their life looks like with it.

🚫 WORDS AND PHRASES TO NEVER USE IN A SCRIPT

NEVER SAY THIS

- Horsepower / torque / towing capacity numbers
- Wheelbase / axle ratio / cylinder count
- 'This vehicle features...' / 'equipped with...'
- 'Mid-level trim' or any trim ranking language
- The price or MSRP — ever
- 'Turbocharged' or 'twin-turbo' as a spec
- Excessive exclamation points!!!!

ALWAYS SAY THIS

- Emotional words: sharp, commanding, powerful, alive
- Daily life moments: 'every cold morning', 'on the way to the job site'
- Identity language: 'this truck was built for you'
- Loss aversion: 'until you get in a truck without it'
- Social proof: 'that one always stops people'
- Short punchy closes: 'No chrome. No fluff. Just sharp.'
- Always end: 'I promise we will take great care of you.'

👤 ENERGY CALIBRATION — THE MOST IMPORTANT SKILL

The single biggest mistake reps make is using the same energy for every vehicle. A Mustang and a Highlander cannot sound alike. The script's energy must match the emotional state of the buyer who submitted that lead.

Vehicle Type	Energy	What It Sounds Like
Muscle Cars (Charger, Mustang)	🔥 HIGH	Bold, electric, fast. Match the car's personality. If you're flat, the customer will be too.
Full-Size Trucks (Ram, F-150)	🛠️ CALM	Confident and direct. Truck buyers respect brevity. Say it once. Move on.
Performance SUVs (Durango, 4Runner)	⚡ WARM	Energetic but grounded. This buyer refused boring. Honor that decision.
Luxury SUVs (Wagoneer, Telluride)	🤝 COMPOSED	Slow, warm, peer-level. These buyers researched. Meet them there.
Compact SUVs (Compass, Rogue, RAV4)	😊 GENUINE	Real and warm. No performance theater. Celebrate what it is.

Sedans (Camry, Accord, Altima)



Value-driven and confident. Reliability is the story. Tell it proudly.

☑ COMPLETED EXAMPLE — 2026 Ram 1500 Big Horn

💡 This is a fully completed walkaround script for the 2026 Ram 1500 Big Horn Crew Cab 4x4. Green script lines show what the rep actually says on camera — with the blanks already filled in. Use this as your reference for what a great script sounds and feels like.

Rep: (Your Name)	Phone: (Phone Number)	Store: (Dealership Name)	Vehicle: 2026 Ram 1500 Big Horn
Trim: Big Horn Crew Cab 4x4	Color: Diamond Black Crystal Pearl	Engine: 3.0L Hurricane Twin Turbo	Total MSRP: \$60,855

▶ PART 1 — Face Cam | Introduction

📍 *Camera on YOUR face. Stand still. Good lighting — outdoor daylight is best.*

🎓 **WHY THIS WORKS:** The customer submitted a lead — they want to feel like a real person reached out, not a bot. Using their first name in the first three seconds builds instant trust. One punchy emotional word at the end creates curiosity and pulls them into Part 2. **ENERGY LEVEL:** Calm and warm. Truck buyers don't want a hype man — they want someone who gets it.

*"Hey Sarah! My name is (Your Name) —
I'm a Product Specialist here at (Dealership Name).
I just saw your interest come in on the 2026 Ram 1500
and I wanted to personally reach out and show you what we've got.
This thing is sharp — follow me."*

🎓 **WORD CHOSEN: SHARP** — from the Emotional Word bank. Short, punchy, genuine. **WHY 'sharp' works here:** Diamond Black with chrome wheels is a clean, finished look. The word matches what the customer is about to see. Always pick a word that fits THIS truck.

🛑 **STOP RECORDING — Walk to the front of the truck — Restart at the grille.**

► PART 2 — Front Exterior

📍 *Front driver-side corner. Camera on the grille and badge. Hold still for 2 seconds before speaking.*

🎓 **WHY THIS WORKS:** The front end is the handshake. It's the first thing a customer sees in a parking lot. Lead with what they already notice — the stance, the color, the wheels. Then connect it to their life. NEVER say '20-inch chrome-clad aluminum wheels.' Say 'those big chrome wheels.' You are painting a picture, not reading a window sticker.

"Right here — this is the 2026 Ram 1500 Big Horn in Diamond Black.

You can see right away how commanding this front end is.

Those big chrome wheels against the body-color fender flares —

this truck has a muscular, aggressive look that turns heads wherever it goes.

This truck is built for the job site and the weekend — and it looks every bit the part."

🎓 **WORDS CHOSEN:** COMMANDING (descriptive #1) — MUSCULAR/AGGRESSIVE (descriptive #2) — THE JOB SITE AND THE WEEKEND (lifestyle)

WHY these work: Diamond Black with chrome is bold and polished. 'Commanding' fits the size.

'Built for the job site AND the weekend' — two lifestyle words — tells the buyer this truck does both.

That combination is exactly what Big Horn buyers want to hear.

🛑 **STOP RECORDING — Open the driver's door — Restart at the interior.**

► PART 3 — Interior

📷 *Camera pointing INTO the cabin from the open driver's door. Let them see the space before you speak.*

🎓 **WHY THIS WORKS:** People spend more time inside a vehicle than outside it. This is where they live. Hit comfort first, then convenience, then the one SURPRISE feature that no one expects. The 400-watt inverter is the surprise moment here — it's unexpected, practical, and memorable. The trade CTA drops here — mid-video — while they're most engaged. Keep it casual and fast.

*"Step inside and you feel it immediately — this is comfortable.
Heated front seats, a heated leather-wrapped steering wheel —
on a cold morning, those two things alone make this truck feel like a completely different world.
The touchscreen has Apple CarPlay and Android Auto built right in,
and those second-row in-floor storage bins are the kind of thing
you don't know you need until you have them — and then you can't live without them.
Oh, and there's a 400-watt power outlet built right into this truck —
run your tools, charge your gear, right from the cab."*

🎓 **WORD CHOSEN:** COMFORTABLE (emotional) — WELL-EQUIPPED (descriptive)
WHY 'on a cold morning': Specificity creates a movie in the customer's mind.
WHY the storage bins line: It's unexpected, relatable, and creates a 'huh, that's cool' moment.
WHY the 400-watt outlet last: Save the biggest surprise for the end of the zone.
That surprise moment is what the customer repeats to their spouse when they get home.

💬 **TRADE CTA — 'And hey — if you've got a vehicle you'd trade, check the link I'm sending you. Hit the 10-second trade button on our website and get a real number in less than a minute — before you even come in.'**

🎓 **WHY HERE:** Mid-video is peak engagement. Drop it while they're leaning in — not at the end. Keep it one breath and move on. Casual, not pushy. You're doing them a favor.

🛑 **STOP RECORDING — Walk to the rear of the truck — Restart at the tailgate.**

► PART 4 — Rear Exterior & Close

📍 *Camera on the tailgate and Ram badge. End by flipping camera back to YOUR face for the close.*

🎓 **WHY THIS WORKS:** End on a person, not a product. The last image they see should be your face. Hit one practical rear feature, then close on the vehicle's single differentiator. For the Big Horn: the Class IV hitch + the in-floor storage flexibility are the practical closes. Your phone number should be the last thing they hear. Say it clearly. Mean the close.

*"Around back — Class IV hitch already on it, ready to tow from day one.
The rear seat folds flat so you've got serious cargo room
without giving up your back row when you need it.
And the backup camera makes sure that parking this big truck
is never as stressful as you might think."*

*"(Flip camera to face)
I want to get you behind the wheel on this one — it feels even better than it looks.
Call or text me directly at (Phone Number)
and let's get you out for a drive.
I promise we will take great care of you. Talk soon!"*

🎓 **WORD CHOSEN:** SERIOUS (descriptive for cargo flexibility)
WHY 'feels even better than it looks': Sets an expectation they want to fulfill. It creates the appointment.
WHY end on the promise: 'I promise we will take great care of you' — mean every word.
That line travels. Customers remember it. It's the last thing they hear before they decide to call.

☑ PRE-SEND CHECKLIST

- ☑ Did you use the customer's first name in Part 1?
- ☑ Did you pick your emotional, descriptive, and lifestyle words BEFORE filming?
- ☑ Did you STOP and restart the camera at every zone — no walking shots?
- ☑ Did you mention the 10-second trade button in Part 3?
- ☑ Did you log in your CRM? — Outbound | Video sent | Ram 1500 Big Horn | Lead response



HOW TO GET YOUR WALKAROUND SCRIPT

Eck Auto Group has built a program that generates a complete Training Edition and Quick Reference script for any vehicle on any lot. Here is how to get yours:

OPTION 1 — REQUEST IT FROM YOUR MANAGER

Give your manager the window sticker for the vehicle. They will run it through the Eck script system and send you both documents — Training Edition and Quick Reference — ready to use.

OPTION 2 — RUN IT YOURSELF (WITH THE AI PROMPT)

The Eck Auto Group AI Generation Prompt document contains a step-by-step guide for running the prompt yourself in ChatGPT Free. You will need:

- The AI Generation Prompt document (available from your manager)
- The window sticker text for your vehicle (copy/paste from the sticker PDF)
- A free ChatGPT account at chat.openai.com
- About 5 minutes



FILMING TIPS — MAKING A GREAT VIDEO

BEFORE YOU FILM

- Read the full script at least once before picking up your phone
- Choose your emotional, descriptive, and lifestyle words first — don't wing it
- Practice Part 1 (face cam) in a mirror or with a colleague
- Find good light — outdoor daylight is always best
- Know where you are going at each STOP so there's no dead time

WHILE YOU FILM

- STOP and restart at every zone — never walk and talk
- Hold the camera still for 2 seconds before speaking in each zone
- Keep the vehicle filling most of the frame in exterior shots
- For Part 3 — step back so they can see the full cabin first
- End on your face. Slow down. Smile. Mean the close.

✕ THE FIVE MOST COMMON MISTAKES

1. Reading the window sticker

Specs are not a story. If you catch yourself saying 'axle ratio', 'twin-turbo', or any number that belongs on a sticker — stop. Reframe it as a feeling or a daily-life moment.

2. Walking while filming

Bumpy walking shots look unprofessional and distract from the vehicle. Always stop the recording, move to the next zone, then restart. Four clean clips beat one shaky one.

3. Wrong energy for the vehicle

A flat, casual delivery on a Charger loses the sale before the customer finishes watching. A hype-man opener on a Grand Wagoneer L loses their trust in the first 10 seconds. Match the vehicle.

4. Saving the trade CTA for the end

By the time you close Part 4, some customers have already decided whether to call. The trade button goes in Part 3 — while they're most engaged — and it should feel like a favor, not a pitch.

5. A weak close

The last thing they hear is what they remember. 'Um, yeah, so... reach out if you want' is not a close. 'I promise we will take great care of you. Talk soon.' — said with confidence — is.

💡 The best walkaround video is not the one with the best production quality. It is the one where the customer finishes watching and immediately thinks: 'That rep gets it. That's who I want to call.'

Give them a reason to call you — not just a reason to remember the truck.