Make the Wait Great

Equipment Dealer On-Hold Message Ideas

Ready to get started? Use these ideas to keep sales, parts and service callers informed while they wait. Promote what matters now, from equipment and parts to seasonal programs and dealer events. 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 equipment
- Used inventory and online equipment listings
- Agriculture, construction, turf and compact equipment
- Utility vehicles, side-by-sides and recreational products
- Attachments, implements and accessories
- Financing, leasing and trade-in options

SERVICE & PARTS

- Service scheduling and seasonal inspections
- Maintenance programs and uptime support
- Parts availability, ordering and pickup
- Pickup, delivery and mobile service options
- Technology updates and equipment support
- Service department hours and contact information

SEASONAL PROGRAMS & EVENTS

- Planting, harvest, snow and turf season reminders
- Manufacturer promotions and limited-time programs
- Open houses, field days and customer clinics
- Product demos and new-model introductions
- Special holiday or seasonal department hours
- Local events, sponsorships and community news

DEALER BRAND & CUSTOMER EXPERIENCE

- Dealership history, values and community roots
- Locations, departments and product lines
- Online inventory, website tools and social media
- Showroom Radio and in-store announcements
- Delivery areas and customer support resources
- How to reach the right department faster

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 seasonal programs.
- **Give callers a next step.** Send them to inventory, service scheduling, parts, financing or event information.
- **Plan by location.** Share core brand content, then add local messages for each dealership or department.