

1 Points of Engagement

IN THE BEGINNING -THERE ARE ONLY FOUR

1. Welcome

- Soon as possible
- Use name
- Sincere, attitude

2. What's the Main Concern?

- Always ONE concern that outweighs all others
- Dig for the One concern; what, when, where, how, etc.
- Fix it

3. Inform the Services Needed/Wanted

- Sell from a menu; time/mileage
- Sell from the multi-point inspection
- Sell from the Tech's recommendation; condition

4. Close the Deal

- Ask for permission to do the work
- Review/remind of the benefits
- Ask for permission to do the work...AGAIN

KNOW THE PLAYERS

What makes you a successful Service Advisor?

- Right pricing?
- Right service facility?
- Right Techs?
- Right coffee and pastry?

Today's automotive repair industry has evolved into a market place that we have not before seen. Dealership environments have changed radically to keep pace with the ever-changing demands of customers.

1. Are You Keeping Pace?

- Customers demographics, culture, etc.
- Educated, sophisticated
- Curious, demanding, price conscious
- Internet, Google, Bing, GarageFly.com, Fixit.com, etc.
- How are YOU different?

2. What's the Competition?

- Price
- Quality
- Honesty
- Warranties
- Location

You are competing with more Independents and discounters than ever before. LOF's, brakes, struts, tires, batteries, etc. You have to be better – much better!

Enough so that your customers recognize the superior difference and agree to do business with you.

3. Time is Money!

- Scheduling
- Performing work
- Follow-up calls
- Referrals
- On time deliveries
- Your most valuable asset is time! It's the same for your customer. Waste their time and you have insulted them by showing little or no respect for their most valued commodity...TIME!

NOTE: Notice that **not** once in this discussion of earning your customer's business have the words CSI been listed! Why? CSI is now an ASSUMED CONDITION of business.

THE WALK-AROUND

The improvements in technology, computers, software, AND in many cases the addition of assistants, has made the job of a Service Advisor much more efficient. Use this time savings to return to a one-on-one interaction with your customers. *Personally* connect with your customers and your closing ratio will improve.

DO A PHYSICAL WALK-AROUND ON EVERY VEHICLE, (the average time taken to perform a walk-around is less than 5 minutes!). A good walk-around is an ART that professionals continue to perfect every day to the point of being able to do it in their sleep!

1. Walk-Arounds = Money . Period!

- Create your own style
- Ask a LOT of questions to which the customer can answer YES; *"may I sit in your car, may I lower the windows, may I open the hood, may I check the wipers....."*
- Create your own sequence of inspections as you walk-around
- Identify dents, scratches, chips, broken antennas, etc.
- Ask the customer to participate
- Conclude with a list of work
- Ask for the sale
- Repeat what work is to be done
- Ask again, for the sale of those declined
- Offer transportation

WHO'S THE IDIOT

Warning lights on the dashes and consoles of vehicles have been called *"idiot lights"* in reference to those drivers that couldn't read/understand an oil, temperature, or fuel 'gauges'. But the idiot lights are going to have the last laugh. Technology demands that our vehicles not only flash lights, symbols, arrows, but in more and more cases...audio directions when there is a problem.

1. Help!

- Provide an explanation: *Your vehicle has a computer system that is working 24 hours every day! When you start your vehicle the computer is constantly*

diagnosing itself and every other function, from the fuel and air mixture in the combustion chamber to the air pressure in your tires.

- Explain in "understandable" terms: *The light is like a watch dog that's barking. It's making a lot of noise about something, but we don't know what! We need to investigate.*
- Explain the process: *Bring the vehicle in and we will attach our computers and diagnose the problem. At that point we can determine the course of action. The cost for the diagnosis is \$XXX (many times deducted from the repair charges).*
- Get the details: Ask more questions of the customer: *when did the light come on?, is the vehicle driving differently?, any other noticeable problems?, etc.*
- Prepare for future work and offer a soft close: *This light can signal a number of problems. Here are some of the conclusions we have found with other customers...., or after resetting the light; we didn't find anything this time if it comes on again call me immediately.*

Every Service Advisor has experienced the frustration of a customer trying to describe the shape or color of a specific illuminated light on their dash.

TIP: Most owners' manuals have a list showing the shape and the color of the 'light' and the condition that it is reporting. Make a copy, enlarge if necessary, and post it on your wall for customers to identify their problem.

SHUT UP.....AND SELL!

Remember the explanation about why we have two ears and only one mouth?
So we can listen twice as much as we speak!

Holds very true when listening to our mothers.....and in the selling professions. Service Advisors are professionals whom have spent a career listening, reading and watching information about vehicles, repairs and maintenance. You'd be hard pressed to find an Advisor that couldn't talk about any one of these topics at the 'flip of a switch.'

AND THAT'S THE PROBLEM!

You will never sell anything to anyone until you realize and understand their 'hot-button'. That item(s), or condition(s) that really concerns them. You may be speaking to a customer whom has come in for a simple LOF, yet is really irritated about the short wear time of their tires, or the noise in the transmission every time they pull their boat or the rock chips on the hood. If you spend all your time talking, and not listening you may never realize that this customer has some real issues that could be repaired at your dealership; i.e. additional parts & labor hours!

1. How? Just ask! Really. Every customer.

Mr. Jones I know that you're in today for that scheduled oil change (we don't use acronyms like LOF with customers!), but is there anything else that you would like us to look at while you're here? Well, yes, you know, I just don't have the acceleration that I used to.....

2. You do the math.

If you asked this question to EACH of your customers EVERY day, and if you captured only two total additional hours of CP labor each day, times 24 working days in the month, that's 48 additional labor hours EACH month.

2hrs X 24 work days/month X flat rate of \$108 X 6% commission = \$311

JUST FOR ASKING ONE SIMPLE QUESTION THAT...

- Solves a problem for your customer
- Makes your customer happy
- Makes you look like a true professional
- Gives your customer the confidence to make additional appointments with you
- Makes your customer want to tell their friends
- Exhibits your conscientious attitude
- Makes more money for you and the dealership
- You fill in the rest.....

BABE RUTH HELD THE RECORD FOR MOST STRIKE OUTS!

Babe Ruth, America's home run hero, often-times called the greatest baseball player of all time.....

...also held the American League record for most strike outs!

So what if they didn't buy that 30K service you offered, you discounted, you begged, you offered to do yourself!

So what? Really, *so what?*

Most top performing dealerships have about a 50% closing ratio on menu service items. That means that there are just as many people NOT buying what you're selling as those that are.

Some customers like you, some don't. Some will buy from you, some won't. Some will buy later, some won't. If you are a professional and have presented your customer with every opportunity to purchase a repair or service on their vehicle, and they refuse, *so what?*

Many feel that selling, and in particular selling from a menu of services is a numbers game. Only so many customers are going to buy from you or anyone else.

The key to successful selling and happy customers is understanding that each customer that you serve receives the same high standard of enthusiasm, preparation, and commitment to diagnosing their vehicle's problem and providing a professional repair and/or maintenance service.

If you'd like to have fun with the numbers, keep track of how many customers you attempt to sell a particular and needed service, and how many buy. Do you get a buyer every fifth customer? 10th? Now that you know your numbers, just keep asking until you get to your magic number!