

# Stop Selling From Your

# Own Wallet



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Presented By

**Brian Gillis / Owner and Guide**

[YouNetResults.com](http://YouNetResults.com) / 678-910-1401 / [brian.gillis@younetresults.com](mailto:brian.gillis@younetresults.com)

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## Sharing Time

1. Name: \_\_\_\_\_

2. Shop Name: \_\_\_\_\_

3. Location: \_\_\_\_\_

4. How long have you been in this industry? \_\_\_\_\_

5. How did you get into the automotive industry?

\_\_\_\_\_

6. Share something personal about yourself:

\_\_\_\_\_

7. What results would you like to net from this Academy?

\_\_\_\_\_

## Stop Selling with Your Own Wallet



If you're deciding what the customer will spend on items  
Or do – these will create a self-restriction.



**Exercise:** For the following list of items, ask yourself:

In your opinion what's a lot of money to spend on?

- *A Pair of Dress Shoes or Boots?* \$ \_\_\_\_\_
- *A Dinner for two during a Special Occasion?* \$ \_\_\_\_\_
- *A Family Pet?* \$ \_\_\_\_\_
- *A New PC or Laptop Computer?* \$ \_\_\_\_\_
- *A New Outdoor Grill?* \$ \_\_\_\_\_
- *A One Week Family Vacation?* \$ \_\_\_\_\_
- *A Veterinarian Bill?* \$ \_\_\_\_\_
- *A Birthday Gift for a Good Friend?* \$ \_\_\_\_\_
- *A Repair of your Washing Machine?* \$ \_\_\_\_\_
- *A Surround Sound System?* \$ \_\_\_\_\_
- *A Bicycle?* \$ \_\_\_\_\_

Your values on the items above may not mean much to you in terms of your ability to sell auto repair or services.

But if you were buying or selling these specific items for a living, they would! Your thinking will represent a self-imposed restriction on your potential sales.

**Additional Notes:**

## Our World is a Little Different – Exercise



What is included in an estimate? \_\_\_\_\_

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Where do the leftovers go? \_\_\_\_\_

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Brainstorm \_\_\_\_\_

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		Sales	% of Margin
400	Labor		
405	Discounts Sales - Labor		
500	Cost of Sales - Labor		
	Gross Profit \$ & Margin - Labor		
410	Sublet Labor		
415	Discounts Sales - Sublet Labor		
510	Cost of Sales - Sublet Labor		
	Gross Profit \$ & Margin - Sublet Labor		
	Total Labor Sales		
	Discounts Sales - Total Labor		
	Cost of Sales - Total Labor		
	Gross Profit \$ & Margin - Total Labor		
450	Parts Sales - Shop		
455	Discounts Sales - Parts		
550	Cost of Sales - Parts		
	Gross Profit \$ & Margin - Parts		
460	ALL Misc Sales		
465	Discounts Misc. Sales		
560	Cost of Sales - Misc. Sales		
	Gross Profit \$ & Margin- Misc. Sales		
	Total Parts Sales		
	Discounts Sales - Total Parts		
	Cost of Sales - Total Parts		
	Gross Profit \$ & Margin - Total Parts		
470	Tire Sales		
475	Discounts Sales - Tires		
570	Cost of Sales - Tire Sales		
	Gross Profit \$ & Margin - Tires		
480	Towing Sales		
485	Discounts Sales-Towing		
580	Cost of Sales - Towing		
	Gross Profit \$ & Margin - Towing		
490	Total Sales		
495	Total Discounts Sales		
590	Total Cost of Sales COG		
	Total Gross Profit <a href="#">Above the Line &gt;&gt;</a>		



Parts Markup	_____
Avg Labor Cost Per Hour	_____
Gross Profit %	_____
Towing Markup	_____
GS Labor	_____



# Discovering the Line



## The only way to discover “the line” is to step over it now and then

One of the big fears most of us in the auto repair business have is the fear of accidentally *stepping over the line* with someone we’re trying to present to. This can be especially difficult when someone has just said YES and bought needed auto repair from us, and now we’re expanding to additional concerns we found on their vehicle. How *dare* we ask for more?!

And, to make matters worse, *the line* is in a different place for every person. So, to play it safe, most of us stand way back from our self-imposed line.

But, if you adopt an attitude that says, “*Under no circumstances are you EVER going to take a chance of accidentally upsetting a customer*”... there’s no way you will ever perform to your full potential. And, ultimately, the only way to discover where the line is to step over it!

### What NEGATIVE Things *Might* Happen if You “Discover-the-Line” with auto repair needs?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### What POSITIVE Things *will* happen if you “Discover-the-Line” with auto repair needs?

- + \_\_\_\_\_
- + \_\_\_\_\_
- + \_\_\_\_\_
- + \_\_\_\_\_

We’re not condoning overly aggressive behavior or being rude or pushy with a customer... *ever*. But we *are* saying that most of us need to be more assertive and, as such, every now and then we’re going to discover the line. But if you never discover the line on needing auto repair, how can you ever know if you’ve maximized your opportunities to perform your professional obligation, for the customer?

**Additional Notes:**



## Statement

The shop is going to be closed tomorrow...

The shop is going to be closed tomorrow...

The shop is going to be closed tomorrow...

The shop is going to be closed tomorrow...

The shop is going to be closed tomorrow...

James called in sick today...

James called in sick today...

James called in sick today...

James called in sick today...

James called in sick today...

It's going to snow tomorrow...

It's going to snow tomorrow...

It's going to snow tomorrow...

It's going to snow tomorrow...

It's going to snow tomorrow...

It's going to snow tomorrow...

# Voice and Gesture Enhancements

## 3 P's

### *P*repare - *P*ractice - *P*resent

#### Payoff Voice Enhancements Sounding

Library / Church voice \_\_\_\_\_  
Excited voice \_\_\_\_\_  
Dramatic pauses \_\_\_\_\_  
Great news voice \_\_\_\_\_  
Empathy voice \_\_\_\_\_  
Super serious voice \_\_\_\_\_  
Confident voice \_\_\_\_\_

#### Avoid Voice Enhancements Sounding

Timid \_\_\_\_\_  
Doubtful \_\_\_\_\_  
Nervous \_\_\_\_\_  
Disrespectful \_\_\_\_\_  
Distracted \_\_\_\_\_  
Unsympathetic \_\_\_\_\_  
Rushed \_\_\_\_\_  
Unprepared \_\_\_\_\_

#### Payoff Gestures for Enhancements

Stand Up - Hand Movement – Look See - Point - Smile – Rub Chin

**PARP**  
**Prepare - Audit - Rehears - Present**  
**Accountability and Performance**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_
21. \_\_\_\_\_
22. \_\_\_\_\_

# PARP / Prepare / Audit / Rehears / Present

## Accountability and Performance Check Sheet

Write up for \_\_\_\_\_

First Time Customer	_____	Referral	_____
Repeat Customer	_____	Walk In	_____
OCP	_____	RPP	_____
BCP	_____	RCP	_____
PMI Completed	_____	Estimate Completed	_____
Booked for the day	_____	Second Swing	_____
Multi Pack	_____	Vehicle Staged	_____
Pre-Booked Routine	_____	Company Brochure	_____
Vehicle History	_____	Pictures Taken	_____
Mileage In	_____	Mileage out	_____
Price Match Parts	_____	Discount given	_____
Email Preference	_____	Text Preference	_____
Prepare	_____	Full System Isolated	_____
Audit	_____	ECM	_____
Rehears	_____	Your Vehicle Forecast	_____
Present	_____	History	_____
1 Progress Call Back	_____	30/60/90 Printed	_____
2 Progress Call Back	_____	Gotta Have	_____
Final Call Back	_____	Coupon Expectation	_____
Test Drive In	_____	Coupon Gross profit	_____
Test Drive Out	_____	Mileage In	_____
_____	_____	Mileage Out	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

# ECM - Exercise

Effect \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Cause \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Maintenance \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# BIG 8 Takeaways



1. Discovering the Line \_\_\_\_\_

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2. Knowing Your Numbers \_\_\_\_\_

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3. Preparation \_\_\_\_\_

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4. Audit \_\_\_\_\_

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5. Rehears \_\_\_\_\_

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6. Present \_\_\_\_\_

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7. Professional Obligation \_\_\_\_\_

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8. ECM \_\_\_\_\_

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