

ALL About Phones

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Presented By

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Phones Done Right

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ARA – Virtual Clinic – Booklet Index



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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?

How and Why? – Four and Eight

Four Reasons

1. _____

2. _____

3. _____

4. _____

Eight Rules to Phone Skills

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Anytime Script

Ringin... Thank you for calling anywhere automotive.

Yes, could you tell me how much you would charge me for a front brake job?

What type of conditions are you experiencing with your brakes?

I hear some squeaking and grinding when I come to a stop.

ANYTIME you are experiencing _____, you need to have

That inspected by one of our ASE certified trained technicians.....

At no charge to you, we will provide you with a complete written estimate.

Is now a good time to bring in your vehicle?

Then Tie it down

GREAT!

1. Name
2. Phone #
3. Verify location
4. My name is _____ just ask for me and I'll get you taken care of.

The Quick Close

Do you, Can you.....

ABSOLUTLEY.... Is now a good time to bring in your vehicle?

Then Tie it down

GREAT!

1. Name
2. Phone #
3. Verify location
4. My name is _____ just ask for me and I'll get you taken care of.

The Incoming Phone Call - Oil Change Script

How much do you charge for an oil change?

Sure, may I get some information from you?

Yes

What is the year and make model of your vehicle?

Do you prefer full synthetic oil or a blend?

The oil change service for your vehicle will run \$\$\$, and that includes all taxes and fees.

That includes a new oil filter, as well as a 19-point courtesy inspection performed by one of our ASE Certified technicians IS NOW A GOOD TIME to bring in your vehicle?

THEN ...Tie it down.

1. Name
2. Phone #
3. Verify location.
4. My name is _____ just ask for me and I will get you taken care of.

Presenting Power - Word Analogies

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Statement

We're expected to have a very cold winter this year...

We're expected to have a very cold winter this year...

We're expected to have a very cold winter this year...

We're expected to have a very cold winter this year...

We're expected to have a very cold winter this year...

We're expected to have a very cold winter this year...

We're expected to have a very cold winter this year...

We're expected to have a very cold winter this year...

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

Exploring – ECM

Effect _____

Cause _____

Maintenance _____

Full System Isolate (Initial Concern) Presentation Script – V9

Mr. / Mrs. _____ this is _____ from _____ is now a good
(Customers name) (Your name) (Shop name)
time to talk? If the answer is “No”... responding with...When is a Good time to call you back?

If the answer is “yes”... respond with... Great!

My ASE technician _____ and I have personally inspected _____
(F&B) (Tech’s first Name) (Credibility) (Mirror back Concern as customer stated)

And have taken digital photographs and or a video for your records as well.

Over all the _____ is in Great Shape. (If it truly it is)
(System being addressed only)

List Three Positive Of The Particular System We Are Addressing:
(All for reassurances)

The _____ is in _____ shape, (choose the proper wordage, normal,
(Insert word) excellent, not leaking, good, great,

The _____ is in _____ shape, condition, satisfactory)
(Insert word) (Blend in with failure explanation)

The _____ is in _____ shape,
(Insert word)

We have isolated your concern and identified these items needing immediate attention (Deliver with Urgency and Conviction!) Be prepared to explain functionality of failed component(s), along with ECM.

Failure _____
Effect _____
Cause _____
Maintenance _____

Again, overall the _____ is in Great Shape! (Reassurance)
(System being addressed)

Your total investment for this repair is \$ _____ dollars (include all taxes and ad on fees),

The good news is the parts are in stock. (Assuming the sale)

This repair has a _____ month - _____ miles Nationwide Guarantee. (Or insert Guarantee this repair has)
(F & B and Reassurance)

So with your permission I’ll have _____ get started on the repairs.
(Do not pause keep pushing through) (Insert tech’s first name)

Is there a particular time - you would like your vehicle to be ready? _____ (Wait for the answer)

Once the repair is completed and your vehicle is road tested. I’ll have _____ to perform a complimentary maintenance inspection, to make sure the rest of the vehicle is in safe and operating order. Is this a good number to reach you periodically throughout the day with updates?

Thank you - I will be talking with you soon. (Always assume the customer wants it fixed!!!)

Additional Notes:

PMI (Additional Concerns) Presentation Script – V11

Mr. / Mrs. _____ this is _____ from _____ is now a good
(Customers name) (Your name) (Shop name)
time to talk? If the answer is “No”... responding with... When is a Good time to call you back?

If the answer is “yes”... respond with... Great!

The repairs on your _____ system have been completed and we don't see any other
issues with this repair at this time! (Make sure nothing else is needed before your proceed)

As promised my ASE Technician _____ and I have personally completed the
Preventive Maintenance Inspection on your vehicle and have taken digital photographs of your
vehicle. **Overall** - your vehicle is in great shape (if it truly it is).

First: We started with the test drive and under-hood inspection

We have inspected _____ it's in great shape,

We have inspected _____ it's in great shape,

We have identified your _____ are bad and they need your immediate attention

We have inspected _____ it's in great shape,

We have identified your _____ are bad and they need to be replaced

We're also going to _____ and _____.

Additional Notes:

Second: We performed a mid-rise inspection and identified the following:

We have inspected _____ it's in great shape,

We have inspected _____ it's in great shape,

We have identified your _____ are bad and they need your immediate attention

We have inspected _____ it's in great shape,

We have identified your _____ are bad and they need to be replaced

We're also going to _____ and _____.

Additional Notes:

Third: We completed the full rise inspection and identified the following:

We have inspected _____ it's in great shape,

We have inspected _____ it's in great shape,

We have identified your _____ are bad and they need your immediate attention

We have inspected _____ it's in great shape,

We have identified your _____ are bad and they need to be replaced

We're also going to _____ and _____.

Additional Notes:

Overall your _____ is in Great Shape!

These additional Repairs also have the ___ month - _____ miles Nationwide guarantee.

Your additional investment today is \$ _____ dollars which brings your total investment

To \$ _____ and this includes all taxes and fees,

And again your vehicle is well worth the investment (if it is), so with your permission I will get

_____ started on the additional repairs. (Do not pause keep pushing through)

Is _____ still the best number to reach you?

Great... I'll give you a call once your vehicle has been road tested and completed.

Additional Notes:

