

Front Counter Workshop



Presented By
Brian Gillis / Owner and Guide

Results-Learning Works Best When
Ongoing

YouNetResults.com / 678-910-1401

brian.gillis@younetresults.com

Contents

Opening Thoughts..... 1

Front Counter Workshop..... 1

Let’s Get Acquainted..... 3

You Net Results — Language 4

ScoreCARD 6

Mood Diagram by YOU NET RESULTS 7

Four Quadrants of Competence 8

Lotus Code..... 9

Only Two Ways to Increase Sales..... 10

Discovering the Line 13

"Go for No!" Concept #16... 13

Board Terminology and Definitions..... 17

Work Flow Board and Bag Audit Sheet 18

Notes Page..... 19

Voice and Gesture Enhancements..... 20

Presenting Power - Word Analogies..... 21

Your Vehicle Forecast 22

Stop Selling with Your Own Wallet 23

Notes Page..... 24

Examine - PARP 25

PARP..... 26

Prepare - Audit - Rehears - Present 26

Accountability and Performance Checklist..... 26

FAB-FIVE/Writing Exercise..... 27

FAB-FIVE/Writing Exercise..... 28

Notes Page..... 29

Pre-booking 30

Statement 31

Tell the Tale..... 32

Why & How – Phone Skills 33

Notes Page..... 34

Top Three Incoming Calls..... 35

The Tie-Down: Capturing the Car..... 36

The Incoming Phone Call - Oil Change Script	37
The Quick Close	38
Anytime Script	39
Script Writing Call Backs	41
Missed Sales File SOP 512	42
Missed Sales File: Script Writing Exercise	44
Notes Page	45
Full System Isolate (Initial Concern) Presentation Script	47
PREVENTIVE MAINTENANCE INSPECTION	48
PMI (Additional Concerns) Presentation Script	49
Gut-Punch / Practice:	51
Homefield Advantage	52
Exploring — The Gotta Have	53
Our World is a Little Different - Exercise	54
Closing Notes Page	57
Please Share Your Feedback	58

Opening Thoughts



Advisor Results Academy (ARA)

Presenting

Front Counter Workshop

Featuring

Results-Learning that Grows Your Confidence

This not a lecture or a speech, it's a workshop. A hands-on, participation by all, voice, mind and body workshop. Old habits are hard to break, new ones are hard to learn, and sometimes we don't want to do either.

ARA believes you have to learn it, use it, teach it and own it. That's our goal for our time together.

During this workshop we will:

- Run a mock operation
- Interactive
- Scenarios
- Rehearsals
- Exercises
- Sharing best practices

Which defines you?

- A. Willing and able
- B. Unwilling and unable

Lotus Code:

1. Thinking
2. Words
3. Action
4. Habits
5. Perseverance
6. Attainment

Never think or say, this will not work in my shop or my town.

Let's Get Acquainted

1. Name: _____

2. Shop Name: _____

3. Location(s): _____

4. How long have you been in the automotive industry? _____

5. How did you get into the automotive industry? _____

6. What do you feel like is your greatest strength as a Service Advisor?

7. Where do you feel you can improve your skill as a Service Advisor?

8. Share something personal about yourself.

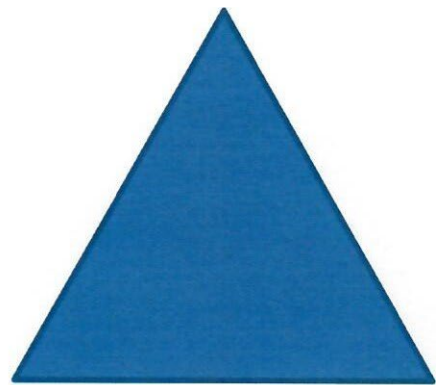
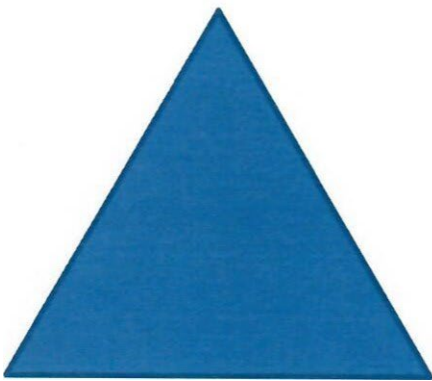
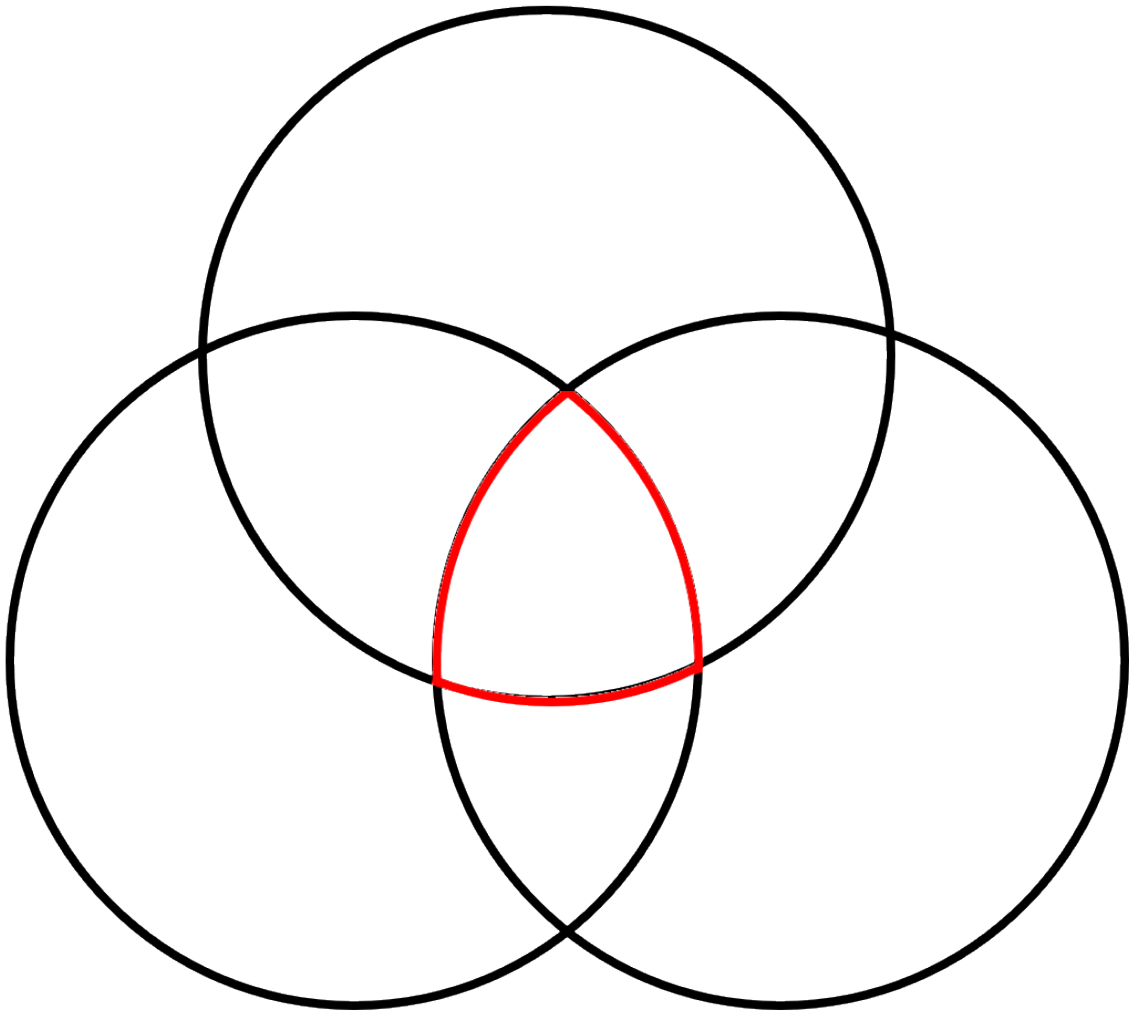
9. What results would you like to net from this Academy?

You Net Results — Language

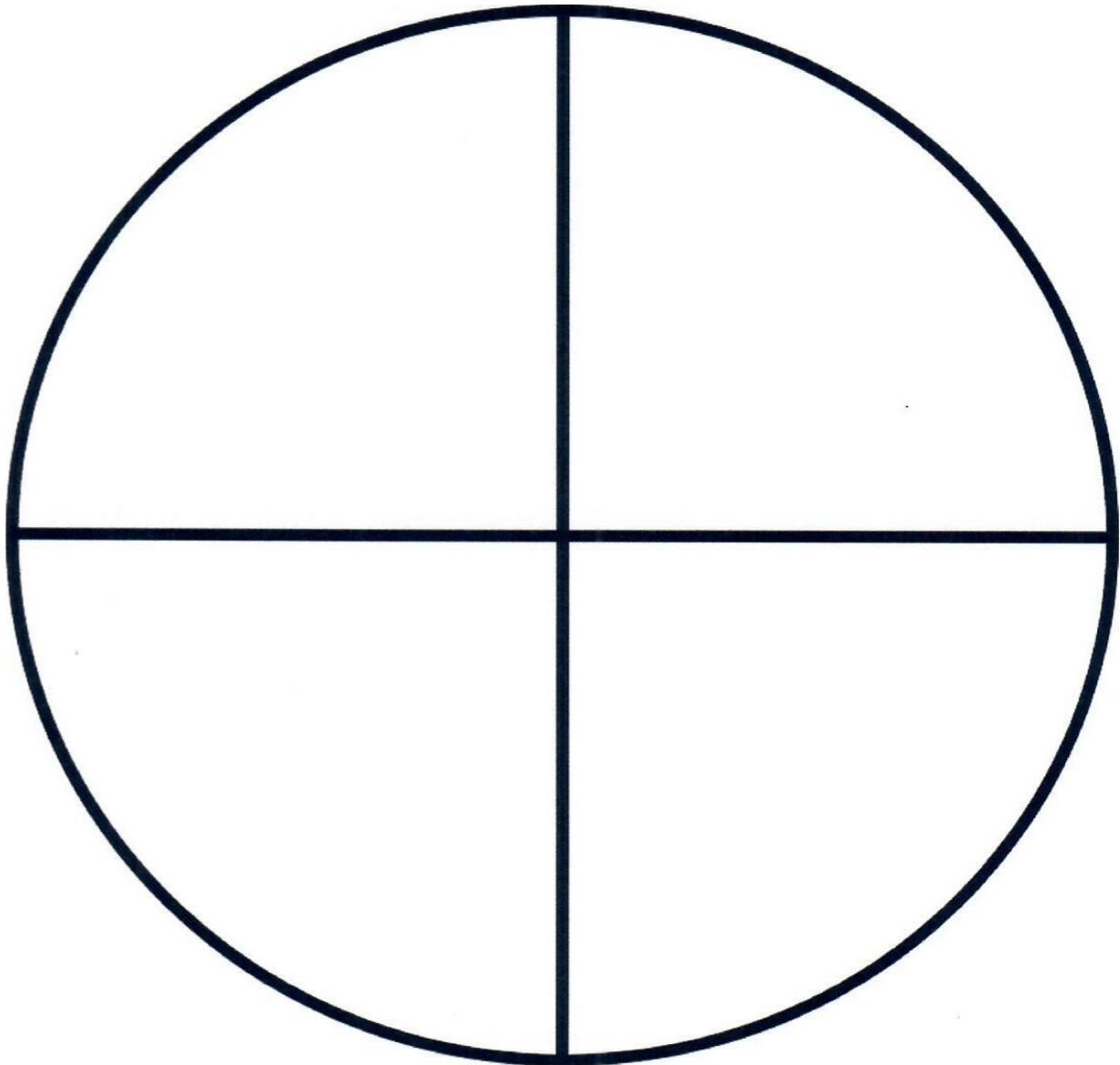
1. Yes _____
2. SOS _____
3. Work Flow Board _____
4. OCP _____
5. BCP _____
6. RPP _____
7. RCP _____
8. Professional Obligation _____
9. Huddles _____
10. PARP _____
11. Board Manager _____
12. Tech Rotation _____
13. Oil Change Chain _____
14. Stop Selling Your Own Wallet _____
15. First Half / Second Half _____
16. The Bag _____
17. Go for No _____
18. Board & Bag Audit _____
19. Buying Mood _____
20. Most Important Customer _____
21. Pink, Green, Blue, Orange Cars _____

- 22. Safety, Reliability, Maintenance _____
- 23. Second Swing _____
- 24. Bullet Holes _____
- 25. SOU _____
- 26. Missed Sales File _____
- 27. Meet and greet _____
- 28. Mr. / Mrs. How long or how much? _____
- 29. FIVE Pack _____
- 30. Script & Gesture Enhancements _____
- 31. Order Takers vs Difference Makers _____
- 32. Wish vs Goal _____
- 33. Vehicle Forecast _____
- 34. Lotus Code _____
- 35. ECM _____
- 36. FAB-FIVE _____
- 37. Two Ways to Increase Sales _____
- 38. Four Quadrants to Competence _____
- 39. Full System Isolate _____
- 40. Broke Car Scenario _____
- 41. PMI _____
- 42. Gut Punch _____
- 43. We Noticed _____

Mood Diagram by YOU NET RESULTS



Four Quadrants of Competence



Lotus Code

What is it? _____



- 1. T _____

- 2. W _____

- 3. A _____

- 4. H _____

- 5. P _____

- 6. A _____

Other Thoughts:

Chapter Eleven...

Then How Did You Know He Was Done?

“I remember it like it was yesterday,” the other Eric began. “I, or we, had only been working at Dubin’s for about a month when the district manager, Harold, was scheduled to do a store visit and I really wanted to impress him. As you may remember, we weren’t doing very well sales-wise,” he recounted, “and quite honestly I was worried that if my personal sales didn’t improve that they were going to let me go. This is right after Elaine and I got married, and the last thing I needed was to suddenly be without a job.”

“I remember it well,” I said in agreement.

“Harold showed up about nine-thirty in the morning and everybody said their hellos, coffee and donuts and all that, and at ten o’clock we opened the doors. I was the first salesman in that morning so I had first ups. Sound familiar so far?”

I nodded.

“Then,” he continued, “in walks this finely-dressed gentleman who announces that he wants to buy an entire wardrobe of clothing! And, within thirty minutes, I have my biggest sale ever. I was certain that Harold would be impressed.”

“I remember that too,” I said.

“After the customer left, Harold finally sauntered over and said, ‘*Nice sale kid.*’ My chest puffed out with pride. ‘Eleven hundred dollars!’ I proclaimed. But Harold just stood there and didn’t seem overly impressed. Finally he said, ‘*I’m just curious, but what did that customer say no to?*’ ‘What do you mean?’ I shot back. ‘That guy just bought a suit, sport coat, three shirts, six ties, shoes, socks, a belt and underwear! What do you mean, what did he say *no* to?’

“Harold waited calmly for me to stop being defensive, then he said, *‘We’ve already established what he said yes to. What I want to know now is, what did he say no to?’*

“I thought for a long time, mentally reviewing the sale in my mind, then sheepishly I replied, ‘Nothing. That customer didn’t say *no* to anything.’ ‘So,’ Harold asked, *‘then how did you know he was done?’*

“His question hit me like a punch because I suddenly realized the customer hadn’t ended the sale, I had! Why? For only one reason I could think of... the customer had hit my mental spending limit. I realized that I had never spent more than a thousand bucks on a shopping trip ever, so when anyone went over my mental spending limit, *hey... they were done!*”

“I pretty much remember that,” I said, “but it didn’t have that much impact on me. That’s what changed your life?”

“Yes. That and what Harold said next. He said, *‘The salesperson never decides when the sale is over; the customer does.’* Then he looked me in the eye and said, *‘Eric, your fear of hearing the word ‘no’ is the only thing standing between you and greatness.’*

“It was amazing. I had gone into work that morning hoping to keep my job, and I went home that night just two letters away from greatness.”

Two letters from greatness, I heard myself repeating.

N and O.

No.

Discovering the Line

"Go for No!" Concept #16...

The only way to discover "the line" is to step over it now and then. One of the big fears most of us have is the fear of accidentally stepping over the line with someone we're trying to sell to. This can be especially difficult when someone has just said YES and bought something from us, and now we're trying to expand the sale. 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 never get anywhere near the 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 can 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 "Stepped Over-the-Line" with a Prospect?

- _____
- _____
- _____
- _____

What POSITIVE Things Will Happen if You "Stepped Over-the-Line" with a Prospect?

- + _____
- + _____
- + _____
- + _____

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 accidentally step over the line. But if you never step over the line with a customer, how can you ever know if you've maximized your opportunities?

Taken from Go for No! Mastering the "Ultimate Strategy" for Failing Your Way to Success!
PERSONAL IMPLEMENTATION GUIDE • PAGE 29 Copyright © 2007 by Courage Crafters, Inc. All rights reserved. (866) GOFORNO (866-463-6766) Duplication of this guide without the express written consent of the authors is strictly prohibited. YOU NET RESULTS has written permission from Andrea Waltz via email.

How-to-Order



GFN Breakthrough Training & Coaching Course

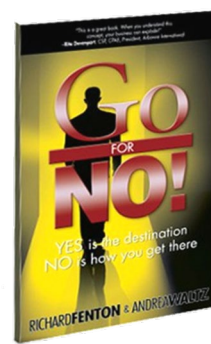
Access the Go for No! Breakthrough Training & Coaching Experience with the authors and creators of the best-selling book, Go for No!

NOTE: You will receive a Welcome Email with all the information you need to participate. We're looking forward to helping you turn NO from an obstacle into an asset to achieve the success you deserve! - Andrea & Richard

Check This Out

Go For No Online Course

How to invest in your own Go for No Online Course...
Highly recommended to maximize this great opportunity
www.Gofornocourse.com Get Started Today
code save \$50.00 You Net Results Discount: G4NOYNR50



Work Flow Board and Bag Audit Sheet

Date of this Audit ___/___/___

1. Date on Board
2. Goal on Board
3. Tech Rotation in use
4. All RO's on Board
5. Colors are being used
6. ISO / PMI totals done
7. All times filled in, _____ Average touch times for Pink are
8. Total number of RO's
9. Total number of RO's that declined the ISO
10. Total Number of RO's PMI'ed
11. Second swings taking place
12. RO's have history attached
13. RO's have scheduled Maintenance attached
14. RO's have estimate attached
15. RO's have isolation script attached (greens)
16. Oil changes documented for 5 Packs
17. Flat repairs documented for tire balance
18. Email addresses being collected
19. Board free of bullet holes
20. Parts ordered / Parts in
21. GM / Manager has audited the bag
22. Missed Sales filed away
23. Done / Billed / Called
24. Huddles being done

Notes:

Voice and Gesture Enhancements

3 P's

Prepare - Practice - Present

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 _____

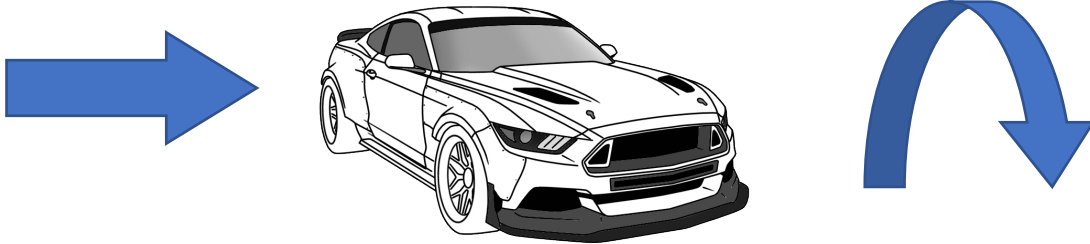
Payoff Gestures for Enhancements

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

Your Vehicle Forecast

Your Name: _____

Car Make: _____ Model: _____ Year: _____



Current Mileage: _____

Mileage Goal: _____

Date: _____

Date: _____

Forecasting Questions:

How long have you owned your vehicle? _____

Did you buy it new? Yes No

How long do you plan to keep it? _____

Do you have a mileage goal? If so, what is it? _____

Do you prefer to do regular recommended maintenance? Yes No

Are there any additional thoughts you would like to share with me?

Additional Notes: _____

Stop Selling with Your Own Wallet

If you're deciding what the customer will spend on items based on the amount of money in your own wallet, you are creating a limitation and greatly reducing your opportunity.



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

- Dress shoes or boots \$ _____
- Dinner for two for a special occasion \$ _____
- Family pet \$ _____
- Wrist watch \$ _____
- Winter coat \$ _____
- Veterinarian bill \$ _____
- Birthday gift for a good Friend \$ _____
- Bottle of spirits \$ _____
- Surround sound system \$ _____
- Bicycle \$ _____
- Dishwasher repair \$ _____
- Purse \$ _____
- Trip to the hair salon \$ _____
- Vacuum Cleaner \$ _____

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 would represent a self-imposed restriction on your potential sales.

Additional Notes: _____

Examine - PARP

P: _____

A: _____

R: _____

P: _____

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

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

Statement



Jeff called in sick today...

Jeff called in sick today...

Jeff called in sick today...

Jeff called in sick today...

Jeff called in sick today...

Jeff called in sick today...

They're building a hardware store across the street...

They're building a hardware store across the street...

They're building a hardware store across the street...

They're building a hardware store across the street...

They're building a hardware store across the street...

They're building a hardware store across the street...

Why & How – Phone Skills

Four Reasons

1. _____

2. _____

3. _____

4. _____

Eight Rules to Phone Skills

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Top Three Incoming Calls

O: _____

I: _____

P: _____

1. What is the number one offer that auto repair shops advertise to their customers?

2. Why is this the number one way of advertising?

3. How does this impact me as a Service Advisor?

4. What do I need to be prepared to do?

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 multi-point courtesy inspection performed by one of our ASE Certified technicians IS NOW A GOOD TIME to bring in your vehicle?

****When would be a good time to bring in your vehicle?**

****Is now a good time to drop off your vehicle?**

THEN ...Tie it down

1. Name
2. Best Phone #
3. Verify location (use a land marker if possible)
4. My name is _____, just ask for me and I will get you taken care of.

The Quick Close

Do you, Can you....

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

****When would be a good time to bring in your vehicle?**

****Is now a good time to drop off your vehicle?**

Then Tie it down

GREAT!

1. Name
2. Best Phone #
3. Verify location (use a land marker if possible)
4. My name is _____, just ask for me and I'll get you taken care of.

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 you 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?

****When would be a good time to bring in your vehicle?**

****Is now a good time to drop off your vehicle?**

Then Tie it down

GREAT!

1. Name
2. Best Phone#
3. Verify location (use a land marker if possible)
4. My name is _____, just ask for me and I'll get you taken care of.

Script Writing Call Backs


Oil Change Reminder: _____

Updating Our Records Reminder: _____

Warranty: _____

Thank You CSI: _____

Missed Sales File SOP 512

WHY?	Why am I documenting this procedure?	So that we can have a define process that allows us to capture declined repairs and maintenance.
WHO?	Who will ultimately be responsible for this procedure?	Manager, Service Advisor...
WHAT?	What are the key elements of this procedure? 	A developed process to recover lost sales and provide the highest level of customer service. Notes:

HOW?



How is the procedure done?
Step by Step.

- Have a numbered accordion style file.
- Make a copy of the missed RO and estimate.
- Have a strategy in mind, select date and file.
- At selected day, call back the customer.
- Be prepared to leave a message.
- Practice before you present.
- Capture notes on the copy of the missed sale ticket.
- Re-file with a new date, if needed.
- Make it part of your call back routine.
- Remove RO copy once the customer returns for service.

Notes:

Broke Car Scenario

Scenario: _____

Describe the failure: _____

What failed? _____

How does it function? _____

If not addressed what could happen? _____

E: _____

C: _____

M: _____

Full System Isolate (Initial Concern) Presentation Script

Mr./Mrs. _____ this is _____ from _____ is now a good time
(Customers Name) (Your name) (Shop Name)

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 the customer stated)

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

Over all the _____ is in Great Shape. (If it truly 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,
condition, satisfactory)

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

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 fail 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),

This repair has a _____ year - _____ 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 this a good number to reach you periodically throughout the day with update _____ (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. (This can be delivered during an update or with the Isolation presentation)

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

PREVENTIVE MAINTENANCE INSPECTION

NAME	DATE	TECH	YEAR	PROD DATE	MAKE	MODEL	MILES
ENGINE SIZE <input type="checkbox"/> FI <input type="checkbox"/> GAS <input type="checkbox"/> DIESEL <input type="checkbox"/> CARB <input type="checkbox"/> 4 <input type="checkbox"/> 6 <input type="checkbox"/> 8 LITER/CI-		VALVE TRAIN <input type="checkbox"/> SOHC <input type="checkbox"/> OHV <input type="checkbox"/> DOHC	ENG MISC <input type="checkbox"/> P/S <input type="checkbox"/> AIR <input type="checkbox"/> A/C <input type="checkbox"/> TURBO	TRANS	DRIVE LINE <input type="checkbox"/> FWD <input type="checkbox"/> 4WD <input type="checkbox"/> RWD <input type="checkbox"/> ABS	BODY STYLE <input type="checkbox"/> 2DR <input type="checkbox"/> 4DR <input type="checkbox"/> HATCHBACK <input type="checkbox"/> WAGON <input type="checkbox"/> TRAILER HITCH <input type="checkbox"/> CONVERTIBLE	
VIN -	NEEDS IMMEDIATE ATTENTION		SYSTEM OK	ESTIMATED COST	NOTES		
INTERIOR	1. Head, Stop, Tail, Turn Signal	<input type="checkbox"/>	<input type="checkbox"/>				
	2. Air Conditioner/Heater Service	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> RECYCLE TEMP+		
	3. Emergency Brake Operations	<input type="checkbox"/>	<input type="checkbox"/>				
	4. System - Fault Warning Lights	<input type="checkbox"/>	<input type="checkbox"/>				
UNDER HOOD	5. Power Steering Service (50,000)	<input type="checkbox"/>	<input type="checkbox"/>				
	6. Condition of Belts	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> V# <input type="checkbox"/> S#		
	7. Condition-Radiator/Heater Hoses	<input type="checkbox"/>	<input type="checkbox"/>				
	8. Air Intake & Induction Service	<input type="checkbox"/>	<input type="checkbox"/>				
	9. Condition of Wiper Blades/Washers	<input type="checkbox"/>	<input type="checkbox"/>		RIGHT LEFT REAR		
	10. Timing Belt (Yr _____ Miles _____)	<input type="checkbox"/>	<input type="checkbox"/>		WITH WATER PUMP WITHOUT WATER PUMP		
	11. Battery-Condition	<input type="checkbox"/>	<input type="checkbox"/>		AMPS VOLTS CCA		
	12. Condition of Battery Cables	<input type="checkbox"/>	<input type="checkbox"/>				
	13. Automatic Transmission Service	<input type="checkbox"/>	<input type="checkbox"/>		COMPLETE FLUID TRANSFUSION		
	14. Engine Oil Change (Months/3,000 miles)	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> STANDARD LIFE <input type="checkbox"/> PROTECTION <input type="checkbox"/> EXTENDED LIFE <input type="checkbox"/> PH		
MID	15. Coolant-Transfution	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> BRAKE SYSTEM FLUSH		
	16. Brake Hydraulic System (30,000)	<input type="checkbox"/>	<input type="checkbox"/>				
	17. Sparrk Plugs (Stnadard/Platinum)	<input type="checkbox"/>	<input type="checkbox"/>				
	18. Fuel Filter (25,000 miles)	<input type="checkbox"/>	<input type="checkbox"/>				
	19. Condition of Air/Pollen Filters	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> AIR <input type="checkbox"/> POLLEN		
	20. M.V.I. (Month Due _____)	<input type="checkbox"/>	<input type="checkbox"/>				
	21. Condition of Front Breaks	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> ROTORS LINING <input type="checkbox"/> DRUMS THICKNESS+ <input type="checkbox"/> R <input type="checkbox"/> L		
	22. Condition of Rear Breaks	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> ROTORS LINING <input type="checkbox"/> DRUMS THICKNESS+ <input type="checkbox"/> R <input type="checkbox"/> L		
	23. Tires-Condition/Air Pressure	<input type="checkbox"/>	<input type="checkbox"/>		SIZE+ <input type="checkbox"/> BF <input type="checkbox"/> LF <input type="checkbox"/> RR <input type="checkbox"/> LR		
	FULL RISE	24. Engine/Trasmission/Oil Leaks	<input type="checkbox"/>	<input type="checkbox"/>			
25. Manual Transmission Service (50, 000)		<input type="checkbox"/>	<input type="checkbox"/>				
26. Differential/Transfer Case Services (50,000)		<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> FRONT <input type="checkbox"/> REAR <input type="checkbox"/> TRANSFER CASE		
27. Alignment		<input type="checkbox"/>	<input type="checkbox"/>				
28. Condition-MacPherson Struts/Shocks		<input type="checkbox"/>	<input type="checkbox"/>				
29. Condition of Constant Velocity Boots		<input type="checkbox"/>	<input type="checkbox"/>				
30. Condition of Fron Suspension		<input type="checkbox"/>	<input type="checkbox"/>				
31. Condition of Exhaust System		<input type="checkbox"/>	<input type="checkbox"/>				
32. Miscellaneous	<input type="checkbox"/>	<input type="checkbox"/>		RESET OIL CHANGE INDICATOR			

PMI (Additional Concerns) Presentation Script

Mr. / Mrs. _____ this is _____ from _____ is now a good
(Insert customers name) (Your Name) (Insert 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 _____ have been completed and we don't see any other
issues with this repair at this time! *(Make sure nothing else is needed before you 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 _____ and it was in great shape.
We have inspected _____ and looks like it was recently replaced.
We have identified your _____ is due by milage.
We have inspected _____ and it was 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 _____ and it looks good.
We have inspected _____ and they have ___ /32nds of tread.
We have identified your _____ are worn out and they need to be monitored.
We have inspected _____ and it was 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 _____ and it was in satisfactory shape.
We have inspected _____ and it was in great shape.
We have identified your _____ are bad and they need your immediate attention.
We have inspected _____ and it is free of leaks.
We have identified your _____ are bad and they need to be replaced.
We're also going to _____ and _____.

Additional Notes: _____

Overall, your _____ is in Fine Shape!
(Insert vehicle Type)

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.

Again, your vehicle is well worth the investment (if it is), so with your permission I will have _____ started on the additional repairs. (Do not pause keep pushing through)

Is this 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: _____

Gut-Punch / Practice:

Step 1: Understand the comment and concerns

If the customer declines a repair, we need to understand why.

May I ask you an interesting question? (Pause for answer)

Is there a particular reason why we can't get these repairs addressed for you today? (Repeat back what they said word for word) (LISTEN) ... slow down...dig in and find out what the comments or concerns really are...gain clarity!

MINDSET: Remove yourself mentally from the conversation, remove the presentation hat, relax, pushback, lay down your pen, close the binder, slow it down, give the customer time to think, turnover the presentation sheet and write on the back. Shift into mindset. Move the energy to finding the solution by exploring options. Listening to the customer's comments will help you transition from Gut Punch, it's okay for the customer to say no or yes, they are equal, let's partner with the customer to find what is best for them. **Remember, people don't care how much you know, they want to know you care.** Listen for the issue, then use the options that fit the true comment. Don't rush through the script. Slow down and respond. Take the sales hat off and put the listening hat on. Start conversing



Additional Notes:

Step 2...Find the options and solutions

Pause. Rub your chin. Become reflective, speak slowly and state the ASK. (Speak slowly this is a school zone),

Are you open to a couple of options to find a solution so you can get this repair completed?
(Pause for a response)

Homefield Advantage



Issues/Concerns

Solutions/Response

Exploring — The Gotta Have

List Gotta Have items:

When do we use it?

How do we use it? We noticed...

Our World is a Little Different - Exercise

What is included in an estimate? _____

Where do the leftovers go? _____

Brainstorm: _____

Month of	Store: Anywhere Automotive	
	\$	%
Income		
6000 · SALES		
6001 · Sales - Parts	_____	_____
6010 · Sales - Labor	_____	_____
6020 · Sales - State Inspections	_____	_____
6030 · Sales - Towing	_____	_____
6110 · Discount Coupons	_____	_____
6300 · Customer Refunds	_____	_____
6310 · AR Adjustments	_____	_____
6320 · Cash Short/Over	_____	_____
Total 6000 · SALES	<input type="text"/>	<input type="text"/>
Expense		
7000 · COST OF SALES		
7002 · Parts Costs	_____	_____
7010 · Salaries - Technicians	_____	_____
7011 · Salaries - General Service	_____	_____
7020 · State Inspections	_____	_____
7030 · Wrecker Services	_____	_____
7090 · Inventory Variation - Parts	_____	_____
Total 7000 · COST OF SALES	<input type="text"/>	<input type="text"/>
Parts Markup	_____	_____
Average Labor Cost Per Hour	_____	_____
Gross Profit %	_____	_____
Towing Markup	_____	_____
GS Labor	_____	_____
8000 · GENERAL & ADMIN. EXP. STORE		
8010 · Advertising - Administrative	_____	_____
8020 · Advertising - Direct Mail	_____	_____
8025 · Advertising - Newspaper	_____	_____
8030 · Advertising - Other	_____	_____
8050 · Bad Debt Expense	_____	_____
8060 · Car/Truck/Fuel Expense	_____	_____
8070 · Credit Card Fees	_____	_____
8090 · Casualty Loss	_____	_____
8100 · Depreciation	_____	_____
8105 · Dues & Publications	_____	_____
8110 · Employee Benefits	_____	_____
8115 · Entertainment/Meals	_____	_____
8120 · Equipment Rental/Purchases	_____	_____
8121 · Security Surveillance	_____	_____
8125 · Hazardous Waste Disposal	_____	_____
8130 · Insurance - Medical	_____	_____
8135 · Insurance - General	_____	_____
8140 · Insurance - Worker's Comp.	_____	_____

8145 · Licenses	_____	_____
8150 · Repairs & Maintenance	_____	_____
8155 · Medical Expense	_____	_____
8160 · Office Supplies & Expenses	_____	_____
8165 · Promotion/ Convention	_____	_____
8175 · Rent	_____	_____
8185 · Taxes - Property	_____	_____
8190 · Salaries - Management	_____	_____
8192 · Taxes - Payroll	_____	_____
8200 · Shop Supplies	_____	_____
8205 · Utilities - Telephone	_____	_____
8210 · Training & Seminars	_____	_____
8225 · Uniforms	_____	_____
8230 · Utilities - Gas, Elec., Water	_____	_____
8400 · Corporate Charge	_____	_____
8405 · Interest Expense	_____	_____
8500 · Incentive Bonus	_____	_____

**Total 8000 · GENERAL & ADMIN. EXP.
STORE**

**Total
Expense
Net Income**

Please Share Your Feedback

What did you learn? _____

What was you're your biggest takeaway? _____

What was your largest "aha" moment? _____

What will you take back and use during your next work day? _____

If there was one thing you would change to make the ARA Front Counter Workshop experience better for you, what would it be? _____

For fresh new content, please subscribe to my  channel and follow me on Facebook 

Search You Net Results