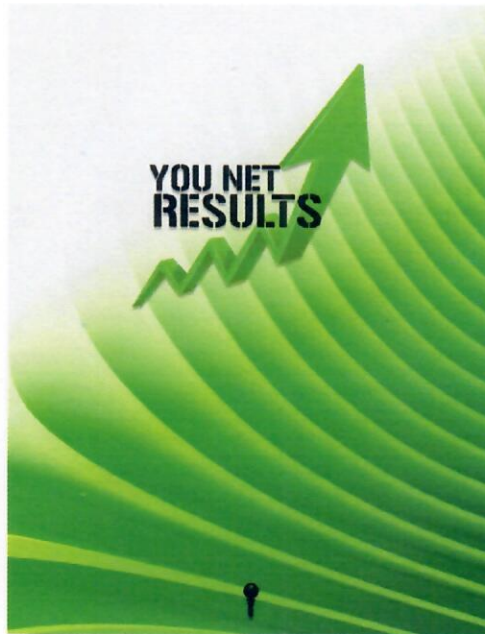


Clear Counter Communications

Building Confident Communicators

Powered by Brian Gillis



CCC

BCC



Clear Counter Communications

Three Sections

1. Getting Acquainted / in-Person Counter Contact **Page 2**

2. Inbound Phone Calls **Page 4**

3. Practice Perfect Presentations **Page 9**

Notes:

Clear Counter Communications

1. Getting Acquainted / in-Person Counter Contact

A. Vehicle Forecast _____ **Page 3**

B. Brochure _____

C. Open the door _____

D. Utilize business cards _____

E. Setting expectation _____

F. SOU _____

G. Listening / asking questions / verify _____

H. To sell or not to sell _____

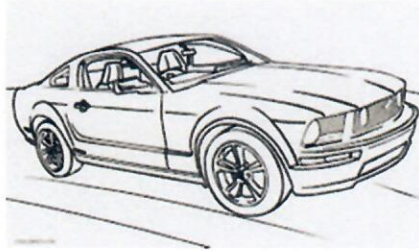
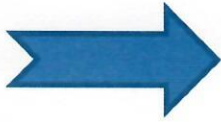
I. Is there anything else? _____

Notes:

Your Vehicle Forecast

Your Name _____

Car Make: _____ Model: _____ Year: _____



Current Mileage

Date: _____

Mileage Goal

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

Do you generally only repair what it is needed? ___Yes ___NO

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

Additional Notes:

Clear Counter Communications

2. Inbound Phone Calls

- A. Price Shopper / Anytime / Controlling Conversations _____ **Page 5**
- B. Do you do? Inquiry / Quick Close _____ **Page 6**
- C. Oil Change _____ **Page 7**
- D. How and Why _____ **Page 8**

Notes:

Anytime Script

Ringin'g 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?

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 Oil Change Script

How much do you charge for an oil change?

What type of oil do you use for your vehicle?

I use conventional oil on this vehicle.

We have a fantastic special on our oil change service...they are \$33.95 plus the sales tax.

That includes up to 5 quarts of our syn blend motor oil, 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

GREAT!

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

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. _____

Clear Counter Communications

3. Practice Perfect Presentations

- A. Presenting Power - Word Analogies _____ **Page 10**
- B. Script Enhancements _____ **Page 11**
- C. ISO _____ **Page 12**
- D. Set Expectation _____
- E. PMI _____ **Page 13**
- F. We Noticed _____ **Page 15**
- G. Call Backs _____ **Page 17**
- H. Tie Down _____ **Page 19**
- I. Write Scripts _____ **Page 20**
- J. ECM _____ **Page 21**

Notes:

Presenting Power - Word Analogies

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Clear Counter Communications

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

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:

We Noticed - Presentation Script

Mr./Mrs. _____ Do you have a quick minute? Let's go back to the shop and I can show you your vehicle.

Mr./Mrs. _____ (_____, etc.) Our tech has identified that your needs immediate attention. Brian – would you show Mr. /Mrs. the _____. (Show and tell)

With your permission I will have _____ get started on the repair.... Is there a particular time you would like your vehicle to be ready?

Customer Comments

Handle at the car

Is this serious? That's interesting..... Here at _____, over the 4.5 years we have found this to be a very urgent repair....with your permission I will have _____ get started on the repair Is there a particular time you would like your vehicle to be ready?

Does this need to be done? Absolutely it does...with your permission I will have _____ get started on the repairs. Is there a particular time you would like your vehicle to be ready?

How important is this? Through our many years of repair vehicles like yours, yes it is. With your permission I will have _____ get started on the repairs. Is there a particular time you would like your vehicle to be ready?

I don't want to do that right now! Okay....but here at _____ we want to make sure you are aware of any safety issues with your vehicle..... That's our professional obligation..... We highly recommend these repairs be done to save you money in the long run....With your permission I will have _____ get started on the repairs.... Is there a particular time you would like your vehicle to be ready?

Show them the issue and discuss it at the car. Focus on their concern.

Handle at the front desk

Is this the only thing? Yes....So far during our preliminary inspection process this is what we have found that needs to be repaired.... With your permission I will have _____ get started on the repairs.... Is there a particular time you would like your vehicle to be ready?

Can I wait here for this to be done? Absolutely....We also have two options of a ride to work or home, which one would you prefer?

I have my brother in law (neighbor, mechanic) take care of that for me. You sure can do that, but we would love to do your repairs for you....we have a 3 years 36,000 warranty on parts and labor....we also include a 1 year road side assistance program on any repair over \$25.... With your permission I will have _____ get started on the repairs.... Is there a particular time you would like your vehicle to be ready?

Every time I come in here you find something wrong with my car! I understand your concern, but it is our professional obligation to let you know what is going on with your vehicle.... With your permission I will have _____ get started on the repairs.... Is there a particular time you would like your vehicle to be ready?

I don't have the money. Great news...we have our 6 month deferred interest program for qualified customers....Would you like to complete an application?

If customer says...How much or how long then;

Let's go back to the front and look at some options.

If you hear one that's not on the list – well that's a great question?

That's a great question – Let's go back to the front and _____ will finish the inspection and we will let you know if we find anything else that needs attention.... Let's go back to the front and I'll get you an estimate for the time and money that it will take to complete your repair.

NOTES or Further Discussion:

Exploring – Script Writing

Oil Change Reminder _____

State Inspection Reminder Call Back _____

Updating Our Records Reminder Call Back _____

Warranty Call Back _____

Thank You CSI Call Back _____

Script Writing Exercise

Script Name: _____

Script Name: _____

Exploring – ECM

Effect

Cause

Maintenance
