



**YOU NET  
RESULTS**

## ***Front Counter 6 Series***

Thank You for Attending this

**Results** Zoom Meeting

Live Today and Library Content Soon

Powered by **YOU NET RESULTS**

**Continuing Front Counter Thinking**

**Front Counter is a Process....**

**When Utilizing YOU *TOOLS***

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# *Front Counter 6 Series*

Two of the *Premier* Automotive Guides

Brian Gillis

Jim Ryckman





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# *Front Counter Process*

## About Brian Gillis...

- 25 Plus Years operating auto repair shops in Texas, Georgia and Colorado, multi unit stores
- Hired and Trained over 2000 staff members
- Budgeting and Profits Brian's Specialty
- Smooth as silk with customers
- Polished and Professional
- Seasoned Automotive Veteran
- Owner and Founder of YOU NET RESULTS



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# *Front Counter 6 Series*

## About Jim Ryckman...

- Founder and Operator of Rytek Automotive
- Moved from Business Owner to Business Leader
- Automotive Technician Trained
- Level 3 Leader
- 25 plus years of business know how
- Dollar Time Facilitator
- Zoominar Presenter
- TurnAroundTour Language Instructor



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# Front Counter 6 Series

## YOU **TOOLS.. Silent Thief**

How long are you going to let **Silent Thieves** rob your automotive repair shop? With **Poor**:

- Leadership and Management Processes
- Front Counter Processes \*How-to Manual
- People Staffing Processes \*Daily Operations
- Financial Processes
- Do **YOU** need to stop the theft of your future?
- Are **YOU** willing to do what it takes? If **YOU** don't fix the **silent theft** – **YOU** might as well put the key under the door...and not come back tomorrow!





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## *Front Counter 6 Series*

Many have discovered in the past...

- Front Counter can be a process!
- Front Counter can be learned!
- Front Counter can be taught!
- Front Counter can be “FUN”!
- Front Counter can be systemic!



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# ***Front Counter 6 Series***

## **YOU *TOOLS***

***It's easy*** to build a Front Counter process but it's  
easy not to!

***How-to build*** Your Front Counter Process  
6 Steps

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



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### **YOU *TOOLS***

- Front Counter Processes and Systems run your business... written or unwritten
- People run the Front Counter Processes and Systems
- Making your business process and systems dependent **not** people dependent is the major objective of the Manager





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## ***Front Counter 6 Series***

### ***YOU TOOLS Series 1.. Phone Skills***

- Incoming Phone Call Scripts
- Why do we do it this way?
- Why do phone skills? Four Reasons
- Eight Rules for answering the phone
- Three type of phone calls
- Proper word usage... Mission Critical



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## *Front Counter 6 Series*

### **YOU *TOOLS Series 2.. Go For No***

- Chapter 11... Then How Did You Know He was Done? *Review* (From Book Go for No)
- Concept 15 What is a lot to spend.... *Review*
- Concept 6 Reaction to YES or NO.... *Review*



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## ***Front Counter 6 Series***

### **YOU *TOOLS Series 3.. Call Backs***

- So..... Many here is the list: Always ask for updating their email address to fill the sales funnel, there are **NO Slow days** – Just **Low Car Count Days**

\*Three Day Courtesy...

\*State Inspection...

\*Oil Change...

\*Haven't seen you in \_\_\_\_\_

\*We are open...

\*Bag Review...

\*Missed sales...

\*Buy 1 Get Three Free offer

\*Warranty... Midway / Running Out



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## *Front Counter 6 Series*

### **YOU *TOOLS Series 4.. PARP***

*Setting Yourself up for Success*

- Prepare.. What do you do to get the facts?
- Audit.. What do you do to account for items?
- Rehearse.. Do you rehearse? If not why not?
- Present.. When you are prepared, audited and rehearsed you can present with conviction!



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- **YOU *TOOLS Series 5.. Presentation***

Structured Conversation Pathways

Fail LARGE or FAIL Small

- Isolate and PMI Scripts fill in the blanks
- These are your Front Counter Checklist
- +++ / Needs / Benefits / Assume the Sale
- The more you present the more they buy
- The less you present the less they buy



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- ***YOU TOOLS Series 6.. Success Puzzle***



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- **YOU *TOOLS***



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# *Front Counter 6 Series*

- **YOU *TOOLS***





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# *Front Counter 6 Series*

- **YOU *TOOLS***



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## ***Front Counter 6 Series***

### **What are? Service Advisor YOU ***TOOLS*****

- They are built for YOUR NET RESULTS
- Designed to help YOU be in Process
- TAP – Turnaround Point Book...Gary Gunn's Voice in Print and Audio
- Moving from a good to a great Front Counter (Good to Great)
- Front Counter Silver Bullets do not exist



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## ***Front Counter 6 Series***

- **YOU *TOOLS***
- ECM – Effect – Cause – Maintenance
- Quantum Leap
- PARP - Prepare-Audit-Rehears-Present
- The Board
- Huddles
- Game Films



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## ***Front Counter 6 Series***

- **YOU *TOOLS***
- Bag /Next Day Audit
- Go For No and The Five Levels
- Trash Can Words
- Phone Scripts
- Presentation Scripts
- Gotta-Have / We Noticed



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## *Front Counter 6 Series*

- **YOU *TOOLS***
- Tie Down
- Push vs Pull Method
- Speed of Service
- You Squared
- Mood Diagram (3 Circles and 2 Triangles)
- Vehicle Timeline



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## ***Front Counter 6 Series***

- **YOU *TOOLS***
- Script Enhancements
- Gut Punch Script
- Missed Sales File
- 100 Nos Per Day
- Company Brochure
- Black and Red Bags



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## ***Front Counter 6 Series***

- **YOU *TOOLS***
- Saves Time
- Stop working so hard
- Reduce stress and pressure
- Retain the customer



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