



**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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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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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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YOU *TOOLS.. Confidence*

COACHING GROUPS BUILD CONFIDENT LEADERS

for Auto Repair Shop Owners and Staff

- Define confidence in you own words
- What do you have to do to become a confident leader?
- What does each of your staff members need to do to be come confident?

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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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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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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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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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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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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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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.. Repetitive Services*

- FAB-FIVE Repetitive Services
 - FAB-FIVE Written Presentation Scripts
1. Check Engine Light Test Service
 2. Induction Cleaning Service
 3. Coolant Flush Service
 4. Power Steering Service
 5. Brake Flush Service



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- **YOU *TOOLS***



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- **YOU *TOOLS***



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



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



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



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