

# Two Ways to Grow Sales

## Capturing the Car



**Presented By**

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## 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?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_







## Top Three Incoming Calls

**O**

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**I**

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**P**

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

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

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

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

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## How & Why

### Four Reasons

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_

### Eight Rules to Phone Skills

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_
6. \_\_\_\_\_  
\_\_\_\_\_
7. \_\_\_\_\_  
\_\_\_\_\_
8. \_\_\_\_\_  
\_\_\_\_\_



## Oil Change Script

- Ring...Ring...
- Thank you for calling [*name of shop*]. This is [*insert name*]. How can I help you, today?
- **How much do you charge for an oil change?**
- We have a fantastic special on our oil change service; it's \$39.95 plus sales tax. That includes up to 5 quarts of our [*weight and oil type*], a new oil filter as well as a 19-point courtesy inspection which is performed by one of our ASE Certified trained technicians. Is now a good time to bring in your vehicle?
- **Yes, now is a good time! or No, now is not a good time.**
- If no, when would be a good time? If yes, Great!

Now, tie it down.

- May I please have your:
  - Name
  - Phone Number
- We are located at [*insert location*] next to [*give landmark*]
- My Name is [*Insert Name*]. Ask for me and I will get you taken care of.

## The Quick Close Script

- Ring...Ring...
  - Do you...Can you...
  - ABSOLUTEY, is now a good time to bring in your vehicle?
  - Yes, now is a good time! or No, now is not a good time.
  - If no, when would be a good time? If yes, Great!
- Now, tie it down.
- May I please have your:
    - Name
    - Phone Number
  - We are located at [*insert location*] next to [*give landmark*]. My Name is [*Insert Name*]. Ask for me and I will get you taken care of.

## The Anytime Script

- Ring...Ring...
- Thank you for calling [*name of shop*]. This is [*insert name*]. How can I help you, today?
- **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 experience [*reword what the customer says*], 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?
- **Yes, now is a good time! or No, now is not a good time.**
- If no, when would be a good time? If yes, Great!

Now, tie it down.

- May I please have your:
  - Name
  - Phone Number
- We are located at [*insert location*] next to [*give landmark*]
- My Name is [*Insert Name*]. Ask for me and I will get you taken care of.





