

CREATING AMAZING PRESENTATIONS



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SALES LEADER

The sales leader program is a step-by-step approach to selling needs to service customers. Utilizing Sales LEADER, the service advisor will apply the VAK techniques to understand and communicate appropriately with the customer. The customer will be educated on the items requiring attention.

The service advisor will ask for the sale. Finally the ASM will document the results on the RO.

L-E-A-D

LISTEN

Listen to the customers needs. Determine if the reasons for the visit. (what is the prime item)

EDUCATE

Present what is the item requiring attention, why is this item being replaced or serviced and what are the customer benefits for the action. Educate the customer on the real reasons to have the service or repair performed. Utilize the ABC's of educating.



ASK

Ask for the sale.



DOCUMENT

Document the results on the Repair Order.

ABCs of **EDUCATING**

EDUCATE

Educate the customer on what the item that is requiring attention. Advise the customer why is this being replaced or serviced. Then provide the customer benefits for making a purchase.

In any service and repair transaction it is important to identify the items that need to be replaced or serviced.

It is also important to educate the customer on the reasons 'why' the item is being serviced or replaced.

Once the item is described in enough detail so the customer knows the real reason for the service or repair the service advisor can then educate the customer on the benefits of having this repair completed.

The service advisor should also provide a brief description of the repair or service to build enough value so that the only answer can be a yes.

Lets use our abc's!

On the following items develop an ABCD scenario. Share as much detail so that the customer will completely understand that this is the correct decision to perform this repair.

What item requires **ATTENTION**?

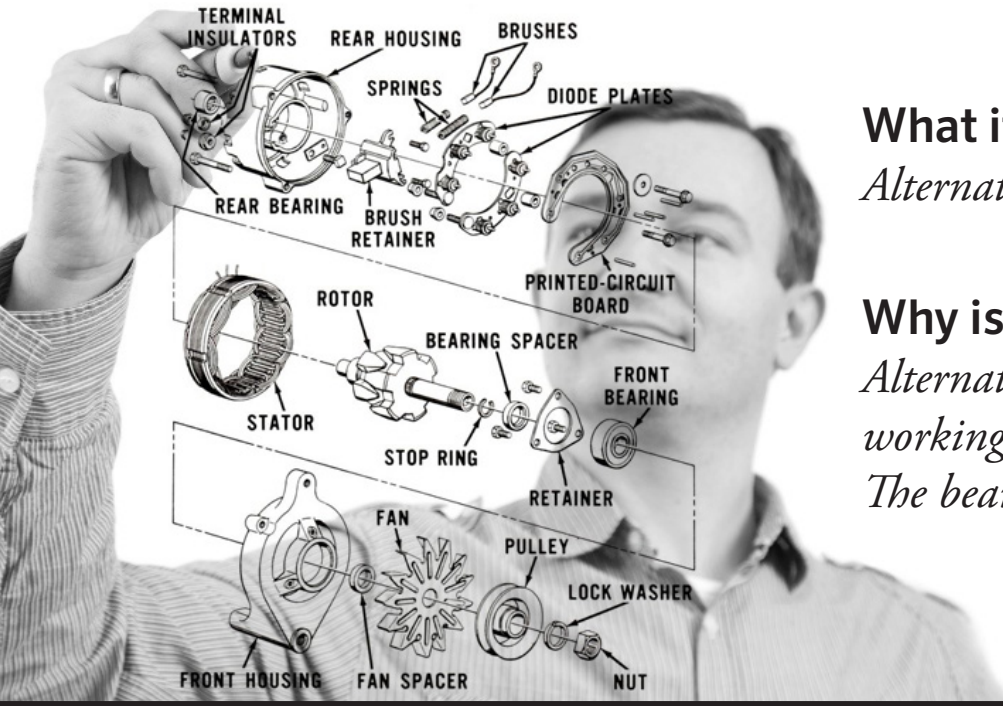
Why is this item **BEING** replaced?

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the service or repair

EXAMPLES

ALTERNATOR PARTS



What item requires **ATTENTION**?
Alternator

Why is this item **BEING** replaced?
Alternator charging to 9 volts. A properly working alternator charges at 14.6 volts. The bearing is also seized causing a noise.

What are the **CUSTOMER BENEFITS** for the action?

Safety, Proper Starting every day in all weather, long life of the battery, prevent costly repairs in the future. Peace of mind.

Provide a **DESCRIPTION** of the repair service

To replace this alternator we will need to remove the upper engine cover, remove the belts and power steering pump to access the alternator. This is a complex repair that requires a special tool for re-alignment of the components and a (insert make) technician should really be the only one who installs this important part.

Which approach is more professional? _____

Why? _____

What have we not discussed? _____

What are we building? _____

What item requires **ATTENTION**?

Front Brake Pads



Why is this item **BEING** replaced?

Front Pads worn below specifications, your pads are at 3mm. New Pads 8mm. Manufacturer suggests replacement at 4mm.

What are the **CUSTOMER BENEFITS** for the action?

Safety, shortened stopping distance, extend the life of the rotors, prevent costly repairs of new rotors, peace of mind.

Provide a **DESCRIPTION** of the repair service

Remove the wheels calipers and connecting hardware to access the rotors, remove the brake rotors, measure them with a micrometer. Once it is established that the rotors are above the manufactures specification, we can resurface the rotors and remove the warped and discoloration of the rotors. Make an accurate cut our (insert make) brake lathe. Once this is completed we will reinstall the components, adjust to (insert make) specifications (not specs where necessary). Provide the correct finish to the rotors, road test 5 miles to ensure the vehicle concern is corrected.

Which approach is more professional? _____

Why? _____

What have we not discussed? _____

What are we building? _____



There is green fluid leaking from underneath a 2008 Ford Taurus. The car is overheating and is starting to run rough. The technician has identified the water pump is leaking. Write an ABC scenario for this repair.

Write an **ABC** scenario for this repair.

What item requires **ATTENTION**? _____

Why is this item **BEING** replaced? _____

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the repair service



Your customer has driven in today for a simple oil change. You discover that the odometer is reading 30,123 miles. The manufacturer recommends performing a 30,000 mile (major service).

Write an **ABC** scenario for this repair.

What item requires **ATTENTION**? _____

Why is this item **BEING** replaced? _____

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the repair service



While performing a routine battery test in the service drive, you notice the battery tester indicate the battery is weak.

Write an **ABC** scenario for this repair.

What item requires **ATTENTION**? _____

Why is this item **BEING** replaced? _____

What are the **CUSTOMER BENEFITS** for the action? _____

Provide a **DESCRIPTION** of the repair service _____

BRAKE INSPECTION
MEASURE FRONT/REAR BRAKE LININGS

Over 5mm or 7/32" (Disc) or Over 2mm or 3/32" (Drum)
 3 to 5mm or 4/32" to 7/32" (Disc) or 1.01 to 2mm (Drum) or 2/32" to 3/32"
 Less than 3mm to 4/32" (Disc) or 1mm or 2/32" or less (Drum)

Upon review of the multi-point inspection you discover that the brakes on this 2009 Chevy Malibu are at 3mm. This is in the red zone on the MPI report.

Write an **ABC** scenario for this repair.

What item requires **ATTENTION**? _____

Why is this item **BEING** replaced? _____

What are the **CUSTOMER BENEFITS** for the action? _____

Provide a **DESCRIPTION** of the repair service _____



TIRES

What item requires **ATTENTION**? _____

Why is this item **BEING** replaced? _____

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the repair service



ALIGNMENT

What item requires **ATTENTION**? _____

Why is this item **BEING** replaced? _____

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the repair service

TRANSMISSION FLUID EXCHANGE

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What item requires **ATTENTION**? _____

Why is this item **BEING** replaced? _____

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the repair service

COOLANT FLUID EXCHANGE

What item requires **ATTENTION**? _____

Why is this item **BEING** replaced? _____

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the repair service

DIAGNOSTIC CHARGE

What item requires **ATTENTION**? _____

Why is this item **BEING** replaced? _____

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the repair service

Is it important to distinguish between these three items of the sale?

YES NO

Why? _____

What have we not discussed? _____

Why? _____

What else should we add to our presentations to add value in our services?

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____



ADDING THE COST

At what point in the presentation do we advise of the cost of the Item requiring attention?

- 1. Beginning*
- 2. Middle*
- 3. Just before we ask for sale*
- 4. End*



Let's develop ways to ask for the sale:



ASK:

1. *May I perform this **vital** service for you now?*
2. *Would you like my **expert** technician to complete this **important** repair today?*

Asking for permission is only one way to close the sale. What other ways can we ask for the sale?

4. _____

5. _____

6. _____

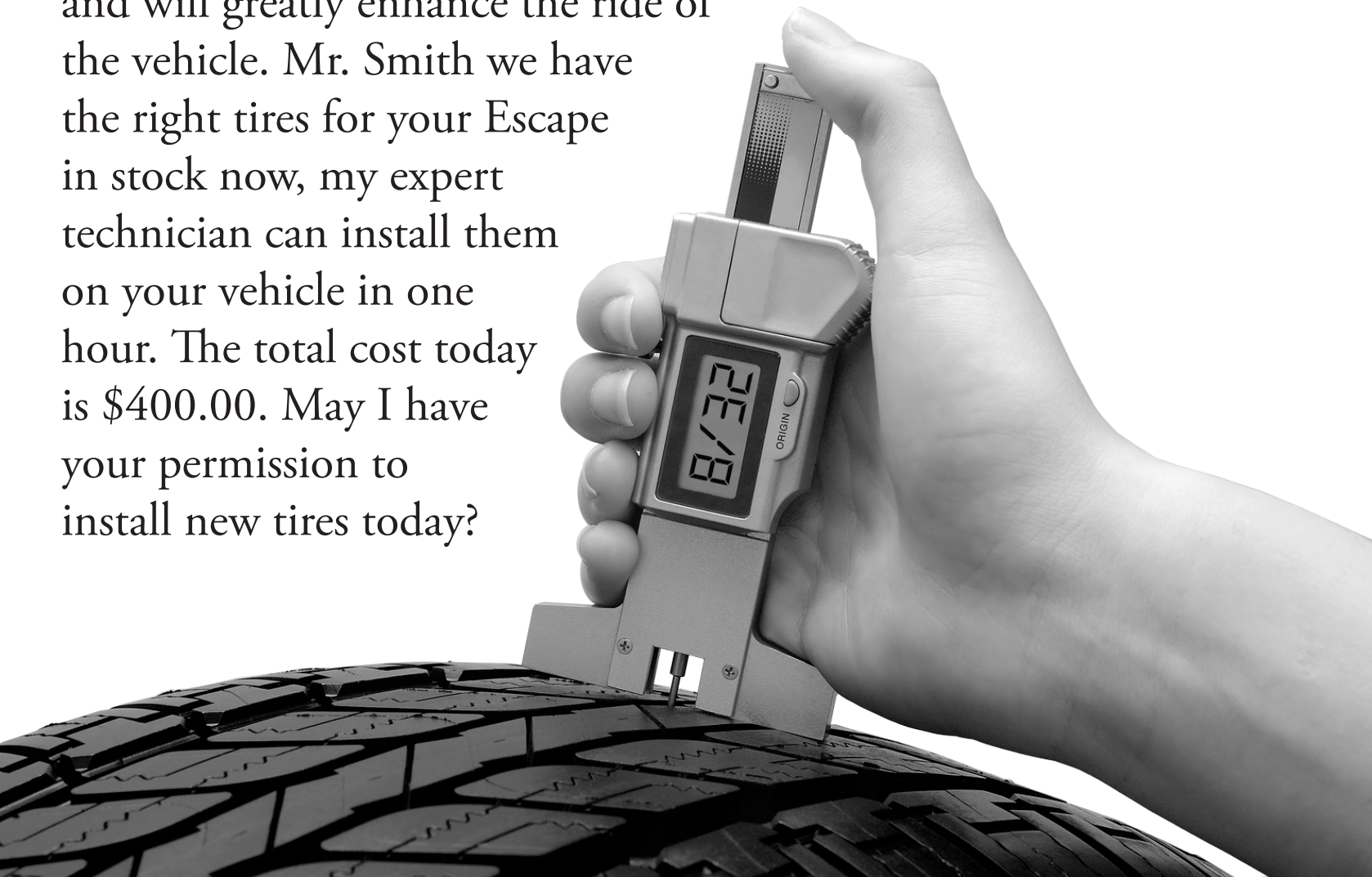
7. _____

8. _____

9. _____

LEAD Exercises

Mr. Smith, we have looked at your tires on your red Ford Escape. The tire depth gage shows 3/32nds of tread depth left. New tires show 8/32nds. The wear bar indicators appear at 4/32nds. It is important for you to have these worn tires replaced today. At our dealership, we offer all our customers a lifetime free tire rotation and a road hazard guarantee. This means that at no additional cost to you as long as you come to our dealership we will maintain your tires to their maximum life. Included in our purchase price is the mounting, new tire valve stems and a road force balance. The road force balance will ensure your tires are balanced to the road and will greatly enhance the ride of the vehicle. Mr. Smith we have the right tires for your Escape in stock now, my expert technician can install them on your vehicle in one hour. The total cost today is \$400.00. May I have your permission to install new tires today?



TIRES

A _____

B _____

C _____

D _____

\$ _____

Close _____

BATTERY

A _____

B _____

C _____

D _____

\$ _____

Close _____



ALIGNMENT

A _____

B _____

C _____

D _____

\$ _____

Close _____

FRONT BRAKES



A _____

B _____

C _____

D _____

\$ _____

Close _____

OIL CHANGE - TIRE ROTATION

A _____

B _____

C _____

D _____

\$ _____

Close _____

Is this a professional approach to making a sale?

YES NO

Will this help you to close more sales with your customer?

YES NO

Why _____

REMEMBER TO USE THE **LEAD TECHNIQUES**

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More LEAD Exercises – *Sharpen your pencil!*

SHOCKS

A _____

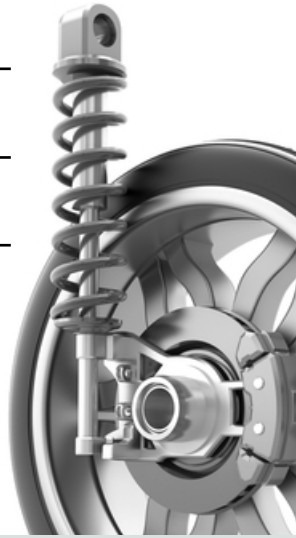
B _____

C _____

D _____

\$ _____

Close _____



WATER PUMP

A _____

B _____

C _____

D _____

\$ _____

Close _____

CV BOOT/ JOINT

A _____

B _____

C _____

D _____

\$ _____

Close _____

SENSOR

A _____

B _____

C _____

D _____

\$ _____

Close _____

OIL LEAK

A _____

B _____

C _____

D _____

\$ _____

Close _____



BALL JOINT

A _____

B _____

C _____

D _____

\$ _____

Close _____

BRAKE FLUID EXCHANGE

A _____

B _____

C _____

D _____

\$ _____

Close _____

TRANSMISSION FLUID EXCHANGE

A _____

B _____

C _____

D _____

\$ _____

Close _____

DIFFERENTIAL SERVICE

A _____

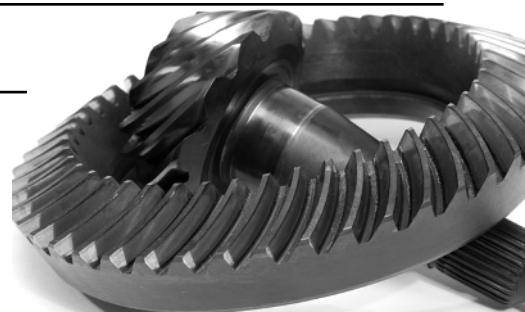
B _____

C _____

D _____

\$ _____

Close _____



Tire A vs Tire B

(use either or close)

A _____

B _____

C _____

D _____

\$ _____

Close _____



Battery A vs Battery B

A _____

B _____

C _____

D _____

\$ _____

Close _____



Your customer asks,
“How much is an oil change?”
How will you respond?



A _____

B _____

C _____

D _____

\$ _____

Close _____

**Customer drove
in for an oil
change and its
time for a major
service. Use the
ABC technique to
sell the service.**



A _____

B _____

C _____

D _____

\$ _____

Close _____

The ABC's of educating a customer is a simple way to remember how to plan for a sale. What other items should be prepared before you make your sales presentation.



Parts Prices _____

Labor Sale _____

Labor Time _____

Tax _____

Shop Fees _____

Total Cost _____

Options _____

Remember to ask for the sale!

Presentation

WORKSHEET

What item requires **ATTENTION**? _____

Why is this item **BEING** replaced? _____

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the repair service

Parts Prices _____

Labor Sale _____

Labor Time _____

Tax _____

Shop Fees _____

Total Cost _____

Options _____

Ask for the sale!

ABCD sample **POWER TRACK**

The item that requires attention today is _____

The reason it needs to be replaced is _____

The benefits to you are

1. _____

2. _____

3. _____

The way we do this at our dealership is

The total cost is \$ _____

*May I have your permission to perform this _____
service NOW?*



DOCUMENT

In order to ensure that the sales are final, it is important to document the results of the call on the repair order or in the DMS.

What are the items that should be documented?

- *Total amount of items including tax and fees*
- *Drivers License # or equivalent*
- *Time*
- *Date*
- *Customer Comments*

Remember your LEAD Technique

LISTEN - *to the customer*

EDUCATE - *on items that require attention*

ASK - *for the sale*

DOCUMENT - *results*



IMPACT ITEMS

What are some key learning points from the class?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____
