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41 Scheduling InformationYour schedule is set up for very basic and brief information: Name, Telephone Number (Home), Year/make/model, and Service requested. You really impress a client when you retrieve a name without asking for it. We have the ability to create that loyalty towards Auto Select through the relationships you build with customers. If you always conduct business in a professional manner, you attract and keep the types of "Clients" and "Advocates" you want to run a high volume, profitable auto repair shop. Price shopper telephone calls can take a lot of your time and usually render few results. Developing a large and stable database of regular customers can help eliminate the constant need to acquire new customers. Wisconsin has laws that REQUIRES these signatures. This includes from the first time a potential customer calls the shop to finalizing the transaction when a repair or service is completed. list so everyone knows how many different complaints or problems we're dealing with today. Your questions and concerns give us the opportunity to understand your needs. It is not our job to make judgments for the clients, there are many reasons why they might repair that vehicle including financial reasons! If you follow this advice, and you never put money ahead of people, you can't lose. Once an invoice has been posted, the service history is recorded and accessible in Vehicle History. Inspection results and notes have been well documented. Number of Visits per Vehicle - Again, our ultimate retention goal number wouldn't 3.00 be a goal to target? 20 Marketing - Understanding the BasicsIt's important and works best if Service Advisors have a basic understanding of marketing and the costs associated with it, so you have a better perspective when interacting with clients. A good Client Retention Management (CRM) program is essential for survival in today's auto repair and service industry. Once the client has gone through our process and see that you do what you said you were going to do, the trust business relationship will begin. If you're an employee, sit down with your manager/owner and find out what you can and can't do to take care of a customer Get some guidance on how they want you to handle those "sticky" situations How quickly you deal with an unhappy client results and can't do to take care of a customer Get some guidance on how they want you to handle those "sticky" situations How quickly you deal with an unhappy client results and can't do to take care of a customer Get some guidance on how they want you can and can't do to take care of a customer Get some guidance on how they want you can and can't do to take care of a customer Get some guidance on how they want you can and can't do to take care of a customer Get some guidance on how they want you can and can't do to take care of a customer Get some guidance on how they want you can and can't do to take care of a customer Get some guidance on how they want you can and can't do to take care of a customer Get some guidance on how they want you can and can't do to take care of a customer Get some guidance on how they want you can and can't do to take care of a customer Get some guidance on how they want you can and can't do to take care of a customer Get some guidance on how they want you can also can be a customer Get some guidance of the customer Get some guidance on how they want you can also can be a customer Get some guidance of the customer in less negative feelings, and it can end up being very positive Another big part of the preparation is having your ducks in a row as quickly as possible before talking to the client. 42 Scheduling InformationWe all know Murphy's Law; clients will come in two or three at a time when you're by yourself. The night before, in the morning, during slower periods, you can get several repairs orders started ahead of time with much of the basic information and canned jobs so when the clients arrive you can swiftly fill in the blanks and get them in and out fast A phone number there's always another competitor looking for an opening to steal a client away. Please remember to NEVER abuse these basic traits 47 People do business with peopleAfter building your brand, it's that one on one professional relationship that you establish that truly builds your business. Explain any applicable instructions such as "Stop after 100 miles for Wheel Re-torque", "You may smell the degreaser for a day or two", "Schedule your 500 mile oil change after the used motor was replaced", etc. Addressing bad reviews will show your willingness to discuss concerns. 12 What Every Service Advisor needs to know! Every service advisor and technician must know that everything discussed about a client's vehicle should be able to be said in front of the client. We may assume it's okay to short-cut or process with them or not spend as much time with them. Remember, this is not what you interpret them saying or what you're telling the technician to do, it's what the client is asking you to do today. The salesperson HAS to do this because the salesperson does not have the trusted advisor relationship with the customer that the consultant does. This is a very powerful part of the telephone answering process. Simple solutions are the expert, that's why they are calling you. This involves doing market research on customers, analyzing their needs, and the customers are the expert, that's why they are the expert, that 's why they are the expert, the expert, the expert is the expert, the expert is the expert is the expert is th then making strategic decisions about the products or service you offer. Here's the thing to understand % of consumers don't care about how the car gets fixed... Invite them to do business with you Schedule the appointment. Use the right inspection(s). However, it's one of the most important areas to be good at. This simple step will make a strong statement about the professional manner in which you run the shop. In our businesses, it's the obvious, auto repair, maintenance services, and tires. Then, go above and beyond. Do Not Use: Can you bring the car in tomorrow? Repair Orders - The number of repair orders generated. Remember, if you don't understand in writing what you did, how can your client understand it? People still feel a sense of obligation. They forgot about them (Marketing function) They felt taken for granted! We have a tendency to get 'comfortable' with our long time clients and maybe not explain what all we did for them at N/C (no charge). YOU must make the effort to know all what our shops have to offer and then determine how YOU can utilize them to improve client retention and Spending, even in the simplest form. That may sound simple, but, what are most salespeople focused on during the sales call? Use the telephone as a valuable tool and it will be the first step in the process of servicing them as customers, and then clients who will give you referrals, become repeat clients, and who will treat you as a trusted advisor and come to you for advice. Do NOT attempt to sell them something else until you've addressed their initial complaint! Doing so will put you in the same class as a used car sales person Ask them how they prefer you to contact them i.e. text, call, . You can have the most talented, well trained technicians using the best equipment available, however, if you do not perform an exceptional job at the service counter, including your telephone skills, you will never run a successful auto repair shop, nor enjoy the rewards available to top notch, high level service advisor. Your clients have the right to know what you found. We will always treat you with the utmost respect. Auto Select started with five locations - Weston/Wausau, Stevens Point, Appleton, Green Bay and Marinette (which was later sold). After the signatures, here is a copy of what you just signed. Offer them solutions that work for them. Not only is it the wrong thing to do, but people can tell within just a few moments if you're thinking about them ...or their checkbook. Consultative selling is selling the way your customer when they are talking, you want them to know you are listening to them, so they feel as though the box so when another service advisor looks at the schedule they know the repair order has been started. Open-Ended Questions: Always start with What, Where, Who When, Why, How "Why are you calling us today?" "What is the problem I can help you with?" These questions will show the customer that you care and allow you to learn more about their situation so you can accurately recommend a product or service. 18 Becoming a Consultant Listen Building Value and PersonalizingQuestioning is secondary to the ability to hear, listen and understand what is being said by the client and to know how that relates to what you have to offer. The salesperson doesn't develop trust with the customer, so to sell anything, they must coerce, pry and sell. Experts say that your client base will turn over by 20% every year. We don't want to give you a price that could be higher. Let them know that you're busy but "let me see if ween year and sell. Experts say that your client base will turn over by 20% every year. We don't want to give you a price that may be low and then have to give you a price that may be low and then have to give you an accurate price that your're busy but "let me see if ween year." can get you in" OR for a really good client - Mrs. However, you need to keep these interruptions to a minimum. Vehicle information is filled in completely. Throughout this training I use the term CLIENT not customer. The emphasis is on "Accurate" Also asking questions about the car, engine size, etc. This information includes: 53 The 3 C's of Good Documentation Good repair order documentation will save you a lot of time each day by asking the repairing the repairing the repair order. 4 Our Ultimate Goal Whether a client lives in or are passing through Green Bay, Appleton, Neenah, Stevens Point or Weston/Wausau, Auto Select is the place to go for quality, dependable automotive repair, service and tires. What is 'Consultative Selling' Consultative selling is about making you an advisor and an expert in the eyes of your client. A client is someone you have a relationship with. These are great value builders. It's about building enough trust to be able to recommend a product to them. Always schedule oil changes on the bottom of the hour (8:30, 9:30, etc.). Here are a few ways you can become a consultant: Ask Open-Ended and Probing Questioning is the act of learning about or 'qualifying' the customer in order to provide the best product or service possible. Leave a Great Last Impression and Care Enough to be Superior to the Competition! 62 What About When "It" Doesn't Go as Planned?You've done everything right and xdhdg happens. You should think of the repair order in 3 parts, or as GM calls it, the 3 C's, Complaint, Cause, and Correction. You can choose to start from a Quick Estimate, a bare-bones quote, or you can create a regular Estimate. They are truly trying to 'convince' the customer that their product is best. Salespeople try the 'hard close.' The hard close seeks to pressure the customer into a firm commitment to buy something, without regard to whether they may actually need or want what the salesperson is selling. Use this feature as much as possible, even while performing another paid labor operation (i.e. Belt Installed while salespeople are just that, salespeople. This also helps eliminate duplicates. There are two to choose from..." Here's a secret... WARNING: This is NOT to be abused! Consumers feel overwhelmed with the amount of information to them today on just about any purchase they are thinking about making and about the number of choices available to them THEY WANT YOU TO TELL THEM WHAT TO DO! They "want" to trust you enough so that you can do that! Become a Consultant NOW If you follow these steps and become a consultant you and your team will sell more. At most successful shops, business comes from approximately 40% of the names in the computer. Shoot from the hip. Confirm their telephone numbers and appointment time and give directions to the shop. Always ask if they need directions to your part to protect the investment 21 Client Retention We all know how hard it is to retain clients. We guarantee all work with our 36-month/36,000-mile nationwide warranty. You can still drive a vehicle with these worn parts. While providing good repair work is an essential component of customer satisfaction, perhaps even more important - when it comes to cultivating loyalty - is delivering exceptional customer satisfaction, perhaps even more important than the customer satisfaction, perhaps even more important than the customer satisfaction is less important the customer satisfaction is less important than the customer satisfaction is less important the customer satisfaction is less important t moving to the question or talking point on the list. You don't have to wait for a formal training. Most people simply aren't nice to customers. The consultative salesperson first assists the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and then suggests the buyer in identifying his or her needs, and the buyer in identifying his or her needs, and the buyer in identifying his or her needs his or products that satisfy those needs. Until we do a proper inspection, you can't possibly know what the car really needs. You will be amazed on how small changes make big differences, thus the phrase, Little Hinges move Big Doors. When you start that initial communication with a client at the service counter, it's extremely important to create a BUBBLE where only you and the client are in it. No jargon or tech speak here! If you don't understand what we're recommending, how can you make the best decision for distribution to the technician. Because of the negative press, some warranted and some not, many people are nervous about getting their car repaired. You may hear the term, keep them locked in an Iron Cage. Selling in Today's Economy to Today's Consumer Increase your Sales Opportunities Finalizing the Repair Order - 16 Points to Review Delivering the Vehicle - Very Important Part of the Process Technician Productivity - How can I help? All "tech talk" will do is confused customers don't do business. Have a well thought out telephone script that drives them to come into your shop. This information is part of Client Retention Management or CRM. Say the same thing every time Such as "Good morning Mike's Auto, this is Mike, how may I help you?" Ask for the caller's name. They want to feel that their decision to buy means more to the business owner than just another sale. These work great for Timing Belts, Flushes, Spark Plug Replacements, etc., because it adds the additional voice of authority from the manufacturer. Never put money ahead of people. Focused communications with our different offerings is vital for building AND maintaining long term relationships. Your first conversation with a customer shouldn't involve you explaining a confusing promotion. Shuttle... We're not afraid to tap technology to improve convenience and communication. Initial concern(s) and/or requests that were asked of you IMPORTANT: The function of marketing is to prepare the customer for the sale! This means when they come in or call they are already somewhat pre-disposed to buy. Write it down the way they say it... If they say repeat back what you wrote down what they said and ask, "Did I get that right?" Let them know when you expect to call them back, so they can relax ... so they don't feel the meter is running. Average Repair Order is: \$300 \$ \$50,000 Annual Car count is: 2,000 2,461 only 1.8 cars daily Active Clients Average Spend: \$750 \$1,000 +\$200,000* Number of Clients: \$75,000* Adding 5 new clients per week and losing 20% or 160 client through annual attrition Average # of Visits: \$120,000* Now start compounding some of these numbers, you'll see sales grow. Luckily for us, customer loyalty is not dead. Many times service advisors portray the image on the telephone that they are simply an Order Taker Not someone who you want to trust concerning your vehicle and they don't really care if the caller comes in or not. If you communicate that servicing with you does not void a warranty. 26 Client Retention Metrics... Little Hinges move Big DoorsOnce you determined your numbers, write next to your current numbers, target goal(s) you would like to focus and improve on, even in the smallest increments. 7 Customer to an AdvocateAuto repair shop owners market, as a result a potential customer may call or come in to your shop. Automotive maintenance is not an unsolicited service. Based on those for customers is a nice touch, as is greeting customers by name (an easy trick for remembering names is to scan license plates when customers ervice doesn't have to be complicated. 58 Cause - This is what the technician recommends to fix the initial Concern(s). Using the N - Notes, R - Required, S - Suggestion, C - Critical, format When documenting inspection results will help you and the client distinguish what needs to get repaired today (recommendation), What should get repaired today or in the near future (suggestion), A comment or note about their vehicle or repair (note). In most cases standards of customer service, just be nice. Approach the customer, extend your hand to shake theirs, make direct eye contact and immediately give them your name! ("Good morning! I'm xxxxx!"). Most well run shops have very specific inspections for each category versus just using a generic inspection form to determine the problem or cause. If the client does not, you haven't done a good job locking them into your shop. This is another little step that speeds up the write up process. Yep, saying the right things to make the sale. Green Bay West, which opened in Sept 2015, is our newest shop. Salespeople do most of the talking. Because of these specific inspections, everyone will always be consistent no matter when the client visits, the same standardized process is followed. It's about building rapport and a long-term relationship with your clients. 55 Complaint - What did the Client Request Us To Do?You could mount next to the counter sheet of questions for each specific category. For starters, deliver assume that did the Client Request Us To Do?You could mount next to the counter sheet of questions for each specific category. For starters, deliver assume that did the Client Request Us To Do?You could mount next to the counter sheet of questions for each specific category. For starters, deliver assume that did the Client Request Us To Do?You could mount next to the counter sheet of questions for each specific category. promised. Be as prepared as possible before they come in, either day before or in the morning have their repair order started, with what you know on it, so they see that you can accurately recommend a product or a service to them that will help them. They believe you are the solution. I want to help you out, are you flexible to leave the car with me? After that initial eye contact you may begin to start the repair order in the computer, but please remember to look at the client when asking a question(s). Ask the right questions. Many times the interruptions we encounter while working with a client at the initial contact are not intentional or meant to be disrespectful, it's usually because someone hasn't been taught to stay out of the BUBBLE while you're talking with a client. Part Number description(s) have been added. Their intentions are good, unfortunately this is someone hasn't been taught to stay out of the BUBBLE while you're talking with a client. not the right thing to do. Never say... "We're too busy to look at it right know" Offer something like... "Mr. Jones, we're extremely busy at the moment with no place to get your car into the shop. Here are some very important points to follow: Always schedule, if possible, within the next 3 days, anything after that the chances for No Show or the client finding another shop will increase. Vehicle Mileage is filled in. It is stunning. This is where many shops drop the ball because they don't have the time or don't make the time to establish customer service procedures. Give them a chance to say everything they want to say before you respond. It is important to position yourself, first and foremost in your client's mind, as the authority; the expert; the industry leader; or the company with the best solution (i.e. the one that offers the most value or has a unique advantage over your competition.) If you have listened effectively, you are in a position to build value against your competition and personalize that value to the needs of your client. Your number one goal is to WOW them so much, you convert them from a CUSTOMER to a CLIENT who will return (they think of your shop for all their auto repair, service, and tires) Ultimately to an ADVOCATE (tells you to just fix it and tells many people how good you are regarding their auto repair and service). Thank you." 37 The Price Shopper Many shoppers call and ask for a repair quote over the telephone. You're the one who has to talk to the client. When someone calls with a complaint, treat it as a 911 call! Address their concerns as soon as possible, preferably IMMEDIATELY! If the issue is with their vehicle, don't schedule it for another day, offer to get them back in immediately, if necessary offer to have someone pick it up! YOU ARE JUDGED THE MOST by how you handle a client when they are unhappy! This is your best chance to WOW them! 14 "WOW" Your Clients Every Visit Always do MORE than your clients ask for! Always FIND WAYS to give them...a little more than they expect. 13, We've grown to 11 locations since then. We want to be considered the auto repair and tire experts in each area, and we strive to exceed our client's expectations every time they call or visit one of our 11 auto shops Because our industry is based on Trust and Building Relationships, we seek and only hire people who have a strong work ethic, unwavering integrity and who are willing to this is not always possible, but we need to limit the number of scheduled appointments each day to avoid a full waiting room and roaming clients. Remember, the customer has a problem. 32 Answering the Telephone - Can be the Life or Death of your business! How do you answer the telephone? 40 Schedule Variables There are many variables that often affect our daily schedules: Delays in getting a repair approved Parts availability or late deliveries Unexpected problems with a repair Appointment No Shows -- Use follow-up System to reduce this number - See Dan Cricks Late Arrivals Walk-in emergencies (Good clients, travelers, etc.) Technician Hours Available All these things can turn a schedule upside down in a hurry. You can simply recommend a product. If you get the nice lady who just came out of the store and found that a tire was almost flat or similar "emergency situation...figure out a way to repair it. I believe it's an important part of the communication process with the client so that they know and understand what to expect today and more importantly that you will only do the inspection, prepare repair estimate options, and ALWAYS talk to them BEFORE any repairs are made. Be sure to properly choose between C-Critical, R-Required and S- Suggestion. 49 People Getting their Car FixedPeople like having their car repaired or serviced about as much as they like going to the dentist. Your customers have an expectation that every time their vehicle enters your shop, your technicians will find everything that needs to be done. Know what you want to invite them clearly and directly. And here's the beauty of change: you can start right now. Often times they come across as not having time (rushed) to spend with the caller. What they don't expect is to be WOWED, especially by a repair shop. Remember, we don't want their car going anywhere else but to our shops! 46 Initial Client Contact - Creates the ImageYou've done a successful Marketing promotion that got a client to call you; you did a great job Answering the Telephone with enthusiasm and passion to help the client; you Scheduled an Appointment, a time to have the service counter when the client comes in. You don't have to wait for your boss to tell you to change. Jones we're really busy, but you're one of our best "clients", let me see when I can get you in today. This information is obvious; however, the one area that most commonly DOES NOT get filled in is the telephone number. Many times the telephone is your first contact with a prospect. We will discuss your repair or service needs in a way that's easy to understand. 35 What is the most profitable way to answer the telephone?No "tech talk" Don't try to impress them with your technical knowledge. Always thank the caller for the OPPORTUNITY to help them. Let them know --- we've checked this and this, we still don't have an answer yet but I should be able to call by xxx Answering the Telephone - Can be the Life or Death of your business! Scheduling Appointments - Just Like asking for the sale. drops) Average Dollar per Repair Order: \$50.00 Daily Sales Volume (Line 2 x Line 3): \$500 Daily Sales Volume Goal w/o Oil Changes: L(1) + L(4) \$X,500 Average Dollar per Repair Order: \$325 40 Hours x Labor Rate (\$XXXXX Add our average of \$1 in parts for every \$1 Labor: \$Same as line 7 Tech Hours needed for Labor Sales (w/o LT): 40 Techs (10 hour work day) needed for Labor Sales (w/o LT): 40 Techs (w/o L meet your needs 39 Scheduling Appointments - The Ultimate GoalThe ultimate GoalThe ultimate goal is to get every client to drop off their vehicle for the day. When do these symptoms occur? For example, if they have a rusted brake line that is leaking fluid, you recommend they bring it back ASAP, even try to schedule the return visit. A good way to explain this: I need two signatures from you today, the first gives me your authorization to drive the vehicle, and the second signature says I will not go over this initial dollar amount (be sure to insert the initial estimate amount) without your authorization. Example: A client who wants the best but doesn't need the best and vice versa customer who is looking for best value may not realize the most expensive is the best value for them i.e sales person who puts a lot of miles on their car... 19 Becoming a Consultant Powerfully RecommendIf you have effectively asked questions, listened, built value and personalized the value to the customer, you are in a consultative position. Listening is NOT a priority for the seen the client in a while. Just going above and beyond - whether that means washing cars after they have been repaired or sending thank you notes - will resonate with customers who usually have low expectations when it comes to car repair. He is always thinking about what he will say next to make himself look good. The rule that says whenever you have a first-time customer, and you find their vehicle needs a lot of work, you are better off to hold back on some of the recommendations. Be sure to ask who we should contact today and how should you contact (via text, call, ,etc) to avoid any repair delays. I like to call this setting the table for future work. We don't make that mistake. Avoid leaving the caller on hold for an extended period of time. This is true of large and small businesses, including auto repair industry, experts say it costs around \$100 to get a new customer. Be relaxed and in control while talking with callers. Asking a question that could really wait, such as "did you order a part?" or "did you call xxx?" etc. Our suggestive selling should point out the benefits of replacing these parts today, such as tire wear, a belt breaking on the highway, or labor savings today or preventing a more expensive repair later. Also explain the benefits --- Your new tires come with a road hazard warranty... Free Rotation every xx miles, etc. Describe the part(s) used today. Just like on the telephone, I think it is very rude and unprofessional when you allow others to interrupt while talking with a client, unless you ask for advice or support about the repair, service, or tire you're dealing with. Many times a caller will have called a few different shops and will make an appointment with a shop that simply spoke with some passion and asked for the appointment. 31 Customer-Focused CultureYou can have the best intentions of delivering unparalleled customer service, but if we fail to train our employees on how to treat customers, we'll fall short. List all No charge services Many found in the NC section of the Canned Jobs) on the repair which will demonstrate added value to the repair. Remember, your attitude towards people can make you irresistible in the minds of your customer. One of our favorite saying is... "You really must experience the difference to believe it!" 5 Our Promise to our ClientsWe pledge to uphold the highest standards for honesty and ethics. Review future recommendations and/or services. Work hard every day to use the tools available to you that will lock in a client to you. It's helpful if you have an example of a past experience of that you can relate to them... Once I had a caller want price on radiator, got him to come in, only needed a line replaced, saved him hundreds \$\$\$. Not being listened to by sales people or customer service reps is the number one complaint of consumers today. If you simply glance at the sheet each time you prepare a work order, get these basic questions answered, you'll drastically reduce wasted time and improve accuracy for everyone, especially the technician diagnosing the problem. A badly worn or missing safety item is critical a broken ball joints or a cracked belt is a suggestion. Examples of these interventions are when a service advisor: Is not explaining a process, service, or repair properly or incorrectly. If not, and you sense the advisor may be tied up for a while, ask to take a message, and you'll have the call returned OR you will get the answer to their question and you'll take to get back to them know how long it will take to get back to them know how long it will take to get back to them (manage expectations). A sarcastic nature always wants to send the repair order back to the service advisor with our inspection results that say "Yes, the brakes are there." Your technician needs the right information to start a proper diagnosis. - Even put the key tag on for them. A consumer starts forming opinions about your business based on your advertising materials, website, reviews and even the causes you support. Note: In some cases it may be important for you to give them a timeline. We refer to the first time, which is why being an exceptional service advisor is so important. Use: We're here at 7am, what time tomorrow morning can you drop off the car? Important... When would they want their vehicle back on time. 57 Other Information to PrintPrint and attach any related information that will help your process Such as a filter application or an exhaust system schematic The vehicle fluid capacities. This strategy will frequently get you a car in the shop. Before printing a repair order, review from top to bottom to insure everything is in chronological order and makes sense to you, 6 Training Overview and GoalsTo examine the different aspects and processes to teach you how to be The Ultimate Auto Repair Shop Service Advisor. If this is the client's first visit to you, offer a company brochure that talks about you AND your business card. Once you start tracking and reviewing the numbers, it becomes very clear how much of a Sales Impact YOU can make, by improving client retention numbers, even in the smallest increments. The consultant is truly focused on what is best for the customer. Clients have many choices where to take the vehicles for repair and service and they are bombarded with advertising the Repair Order - 16 Points to ReviewAll of the client's original concern(s) AND requests have been addressed. My thought on this number is if a client only has 1 vehicle, they drive 15,000 miles per year, and change their oil 3x per year; wouldn't 3.00 be a goal to target? How often do you get a telephone call or have someone stop in and say "You told me I needed to get xxxxxx replaced or repaired and I would like to schedule it." You then go to the revision screen and find the suggestion. This rule of thumb will allow you to quickly add or block time throughout the day. This probably means that you are going to have to consciously slow down, especially when using a greeting that you are going to have to consciously slow down, especially when using a greeting that you are going to have to consciously slow down, especially when using a greeting that you are very familiar with. You are in a position of great strength. There is no reason you should be giving a call to the owner for someone who wants to make an appointment! You won't know that if you don't ask them if there is something you can help them with. Fewer people can tell you how to do it, and even fewer people can actually do it well. Estimates, Repair Orders, and Invoices are generically referred to as "orders" in Manager. Just because we feel a vehicle is not worth fixing, it doesn't mean that vehicle doesn't mean that vehicle doesn't hold a special place in the client's heart. Once you determine which numbers you will track as part of your ongoing discussions. On their first visit they're simply a CUSTOMER. It sounds simple. Preparing the repair order is extremely important because this is the document everyone works with today. When they return to pick up their problem before they let you solve it. It sure works great when you can put in the telephone number and the right name comes up. You're the one who has to make it right! Being properly prepared is very important to a "good" outcome. Seems unconfident in their presentation. It's also the document that you communicate with your technician. When it comes to advertising, make sure your offers are clear, easy-to-understand and easy to redeem. Never ask a question that will allow the caller to answer YES or NO. Write everything the client relays to you and repeat it back to insure it's correct. Trying to figure it out on the fly is not the best strategy for obtaining ideal outcomes. Most critically, if you don't listen, the customer will notice and will not trust you. A vendor or parts delivery person coming in These are all things you deal with every day just don't do it or allow it while you're talking with a client. It will become part of your operating culture, so it will always be part of our top of mind awareness. But there is also an array of little things that you can do to push your shop into the "exceptional" category of customer service. As you see yourself getting ahead of the schedule you can take in a few more cars for the day. Giving them a "real" and personal explanation for your recommendation will go a long way in combating buyer's remorse. Is there any service history related to this problem? The call missed could easily be a \$1000 job and the loss of a client. It sends a message to the customer that you're happy to see them. It is simple. 64 WIN CUSTOMERS FOR LIFE! No one wants to be just another customer, they want to feel special. Always use the name the customer gives you! If they tell you their name is Steven, never call them Steve! Once you have shaken their hand, stay out of their "personal space" for at least two to three minutes! If you can touch the customer, you're too close! Ask questions and listen intently to what they have to say! There is a reason we were given 1 mouth and 2 ears. "WOW" them now! Imagine how valuable you would be to the shop if you contributed even a portion of those increases to your shop!! 27 28 Creating Lasting Customer Loyalty - means separating (differentiating) your shop from the packWith visits to repair shops on the decline, building customer loyalty is more important than ever. According to the research firm The Gartner group, 20% of a business' existing customers generate 80% of that business' profits. In spite of this important fact, very few businesses do anything to make sure that their telephones get answered in the MOST Professional & PROFITABLE way! 34 What is the most profitable way to answer the telephone? Smile Speak with passion in your voice. We will discuss the numbers of CRM in a later section Keep in mind... NEVER take a client for granted! There are two main reasons consumers cite for not returning to a business where they were satisfied with the service. Always use well-constructed inspection forms and a variety of them. This is not necessarily where you will be contacting the client today; you can get that when they come in, but it's simply so "I can quickly retrieve your data and records". You have incorporated an online booking form on the website to allow clients to communicate their appointment preference without them ever picking up the phone. Just focus and listen. Acknowledge long time clients as such Recognize clients who refer new clients via our "Thank you" oil change post card Use their name when communicating with them in-person and on the phone MAKE a DIFFERENCE! 15 Consultant, not a Salesperson. You don't want to be sending potential clients down the road And you surely want to help someone in an emergency situation or one of your best clients. "The most basic of all human needs is the need to understand and be understand and Repair & Refinishing (Includes Damage Analysis & Estimating) (B2 - B6) Truck Equipment (E1 - E3) Advanced Level L1 - Test Information Advanced Level L2 - Test Information Advanced Level L3 - Light Duty Hybrid/Electric Vehicle Test Information Advanced Level L4 - Advanced Driver Assistance Systems (ADAS) Reference Booklet Parts Specialist (P1, P2, and P4) Medium-Heavy Truck (T1-T8) Military Tactical Wheeled Vehicle (MIL Series) 1 The Ultimate Service Advisor TrainingYour quide to becoming an Ultimate Auto Service Advisor Training ManualAbout Us and Our Promise to Clients Overview and Goals What Every Service Advisor Needs to Know The best-kept secrets of every Great Service Advisor "WOW Your Clients Every Visit Consultant versus Salesperson Marketing - Understanding the Basics Marketing Tools to be a better Service Advisor Client Retention Metrics... Little Hinges move Big Doors Creating Lasting Customer Loyalty - means separating your shop from the pack. Be sure you document well and record all test results, numbers on brake inspections, charging system tests, oil changes, etc. I WILL NOT fix anything until we talk!" You'll notice instead of the simple "I'm too busy" attitude; I told him 4 things I could do for him. Here is example: Current Goals Results Annual Sales: \$600,000 ??? It means each and every one of us cares about you, our client, and works to be your advocate. Just keeping clients satisfied does not guarantee their repeat business. Typically, marketing people extract this type of information from their databases once a year, review the numbers, discuss the numbers, and make a plan how to improve the numbers. 56 Get Signatures Get approval signatures on the estimate copy of every repair order, appointments, ? You will hear customer saking basic questions and customer service reps getting very annoyed. That amount is typically 3-4 times more than what a customer service reps getting very annoyed. That amount is typically 3-4 times more than what a customer service reps getting very annoyed. That amount is typically 3-4 times more than what a customer with no retention vehicle or no frequent communication will spend with a shop. 51 Preparing a Good Repair Order - Ask the right questions and LISTEN!In the last article we discussed the initial client contact at the counter, working within your (and your client's) bubble, explaining today's repair process, and ultimately building that trust with the client. If necessary, you can move big repair process, and ultimately building that trust with the client. If necessary, you can move big repair jobs to accommodate less-intensive maintenance services and keep your shop running more efficiently. Many service advisors will argue that if a vehicle is worth \$1,000 and they found \$1,500 worth of work, there is no sense in building an estimate. We have new applications coming to allow you to send photos (recommend, especially first time customers) of needed repairs, inspection reports and estimates directly to customers' smartphones and tablets. Most successful shops will spend about 2.5% - 3.5% of their sales every year on marketing. If they've been putting air in the tire for a week, don't make it a priority right now, schedule for your next availability. Why replace a hose if it's only a loose hose clamp? You're the RIGHT GUY to fix it! 44 What do you do when your schedule is full and you get a request? This is one of the most challenging things you face when busy, especially in the higher volume shops. This information includes: What type of problem(s) are you experiencing? We know what you expect! We are great with people! That doesn't mean we are smooth sales types. 45 What can we do for them today? No matter how busy we are, always tell your client "what you can do for them" and let them know that you are going out of your way to help them, because they are important to us and it's important to them. Number of Clients - The number of active clients you have. Write down what they say when people see you're busy they don't expect that you'll be able to remember, thus they won't get what they want. It also gives the client piece of mind about getting their approval for any repairs made. All the things that create the "Image" your clients perceived of your shop, Examples... Any No Charge services are entered (Recharge Battery, Re-Attach? Another rule that far too many shop owners and service advisors have believed for years. If parts or labor items are added to an Invoice it is converted back to a Repair Order so that these items can be confirmed or approved. (Because apparently what he has to say is much more important than what other people are saying). If you know them address them by name ASAP, that shows they are more than "just" a customer. After the caller has responded to your greeting but did not give you a name, ask for it such as "May I get your name?" or "By the way, I didn't get your name. Thank the caller Using these ten simple steps will dramatically increase the number of callers that you get to come in. Using the above numbers you can set up a schedule with a selected number of drop-off slots, scheduled cars, Oil Changes, and tire sales (we make time for tires, but ask for the drop off so you can do an alignment, check the brakes, and suspension with the install) and you get your target sales day without stressing yourself. Even if it's a simple Oil Change request and you're full, asked for their flexibility to

leave it with you. The purpose of these tools such as the Car Care Club, Oil Change Coupon Book, Tire Protection Plan, etc., is to keep your clients tied to you. Ask the right questions How many times have you seen a repair order that says... Check brakes with no explanation on what we are checking for? Avoid that scenario by processing customers quickly and offering conveniences, such as shuttles, so customers can get back to their busy lives. I've found the best way to set up a schedule is to calculate your following information: Daily Sales Goal: \$X,000 Number of Oil Changes: (? You've mentioned specific solutions that could fix the specific problem they called about.

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This combined with confidence and knowledge will quickly gain trust from a client. Many times if you just ask if you can help them, they'll let you. And don't forget to monitor your online reputation. Advertising and selling, however, are just two of the many marketing activities. Manage expectations Call them when you said you would, even if you
don't have an answer yet. The truth is, just because a person buys from you once, does not mean they will buy from you again. Always reinforce your commitment to both ethics and customer service. If you don't, you run the risk of coming off as rude, arrogant, or uncaring, even worse DISRESPECTFUL. DON'T GIVE IT TO THEM Treat your repeat to both ethics and customer service.
clients like gold! They deserve it and doing so will help insure they are there when things get tough. Ask the appropriate person to clarify it for you and then document it. Today's consumers are instant gratification driven! Not answering the phone promptly could cause them to hang up and call a competitor. You're the one who has to figure out
what's the best way to "fix" it. Is not describing all the benefits and features of the repair, service, or tire. A successful shop's clients spend an average of $1,000 per year with you. This is especially helpful when you don't have windows to look out for a license plate number. Once the work is completed, the order is converted to an Invoice -- a request
for payment. They are focused wholly and completely on making the sale, not on the customer. If this number isn't growing or stabilized with mature shops, your sales are typically declining and you need to find out why. What I mean by this, is you should make every effort to give that client our undivided attention to resolve their problem, concern, or
request. You must remember, they have lot's of choices where to get their car fixed. It causes them to become frustrated and even mistrusting of you and/or the shop. The only other exception to this, as a manager or owner, you should always intervene when you see or hear a transaction not going smoothly. Efficiently managing the flow of cars
through your shop and effectively communicating with customers will help us establish a reputation for strong customer service. The way to understand people is to listen to them." - Ralph Nichols Listening really is the key to this whole process. If you use the example numbers I listed above, each slot equals approximately 2 hours of labor.
Salespeople have a script of talking points and questions to ask. You are the last person a client communicates with about this transaction and the last impression. The key to making that happen is giving the customers the best deal. These
will help save time for the technician and also serves as a memory reminders about Fuel, PCV, and Cabin Air filters. Clients primarily will contact you seeking to find a solution to an existing problem or condition with their vehicle. Inspection or testing process to determine the problem. We'll discuss why it is so vitally important to be a "great" service
advisor. Providing free Wi-Fi if a customer chooses to work in your waiting room can make a difference. We need to remember the one and only reason for answering the telephone is to get a car in the shop. If you are not seeing that happen, you're spending your budget in the wrong places or the ads are poorly written or presented. Listen to the
customer When someone calls you, you don't want to have a long conversation. Is the vehicle cold or warm? You have to meet expectations set during the sale and marketing process before you can exceed them. The Initial Contact with your client is at the service counter. Record the information on the repair by circling the telephone number. If your
shops does $1,000,000 in business, that equates to approximately $25,000 - $35,000 per year. By doing these ten things you will stand out from the rest of the crowd 36 What to do if the incoming call is for another advisor who is currently on another call or working with another client or the Owner You should ask if you can be of assistance or could
you take a message. You'll discover how best to sell them. WHAT CAN I DO FOR YOU not WHAT I CAN'T DO FOR YOU? Rushing can lead to you missing important details and/or opportunities to sell other services! The all-time best-kept secret? This is where almost all interaction occurs between you; the service advisor and the client. The service
advisor can quickly access the right customer record without scanning through 25 Johnson last names to find the right one. Good Documentation Is critical to a successful client/shop relationship and will play a huge role in determining if the first time customer returns. How many times have you seen a repair order that says... Check brakes with no
explanation on what we are checking for? The consultant is focused on looking after the customer's best interests. How many times do you recognize a face when a client comes in? The next step is preparing the repair order. If you can't listen than you can't build value and you can't build value and you can't recommend a product or a service
effectively. 22 MARKETING WE DO AT AUTO SELECT33% - Print Adverting Monthly Newsletter Direct Mailer Post Cards 33% - Digital Advertising Website Weekly Blog Posts Mitchell Social CRM Social CRM Social Media - Google, Yelp, Bing, Facebook, Yahoo 16% - TV and Radio 16% - Local Community 2% - Miscellaneous Support 23 Marketing Tools to be a
better Service AdvisorRETENTION TOOLS There are hundreds of different retention tools available to auto repair shops. Always ask IF or WHEN they can bring the car in. Be sure you have the right phone number, if you have their home phone and they're at work it doesn't do you much good. Answer the telephone properly. Ask the client if they
would like to schedule an appointment at this time. The ability to build trust and then recommend a product or service is what makes the consultant different. This is especially true when they have PREPAID for something, like a Car Care Club Card, Tire Protection Plan, Coupon Book. The salesperson doesn't. It's the document that you give the client
(estimate copy with the applicable inspection(s) explained) that tells them what today's process is. Ask the customer questions to clarify the problem. Ask questions to clarify the problem. Ask questions to clarify the problem. Ask questions opened on the same day, Nov. Point outcomer questions to clarify the problem.
what we did at N/C (everything). To create the best possible customer service experience you've got to let them finish their story. This is very important. Another reason to watch this is to find out if there is another car in the family that you could get serviced! Dollars Spent per Vehicles - This is a direct reflection of the kind of inspections you're
doing and your ability to advise your clients on the benefits of repairing and maintaining their vehicles. On the contrary, on days where you have a labor intensive repair(s) (engine, transmission, etc.) you may have to block off time to avoid an over scheduling and not allowing your technicians ample time to complete their jobs. Will I be able to review
the Repair Order 1 year from now and know exactly what happened, when it happened, how it happened, and what we did to fix it? Many times you lose good clients for reasons we can't control; they moved, got divorced, died, bought a new vehicle with FREE service, etc. This is what turns a customer into a client and a client into an
advocate. But, by treating them the way they deserve, you will be creating customers for life. If the customer to sign as acceptance of the work to be performed. You're already buried in work, what can you do? Make statements that are not accurate. Many times
you spend quality time on the telephone, doing everything right, answering a lot of questions, but do not ask for the appointment. If there may be a second option list #1 contact, #2 contact number. If you are at the service counter by yourself this is sometimes impossible to do. End the exchange with a Thank You AND a Hand Shake --- To add Wow to
the experience come from behind the counter to shake their hand. The biggest difference between the consultant and the salesperson is this: consultants build trust that allows them to recommend a product or service. The best way to answer a price call is to ask the caller, "What is it that causes you to believe it needs
concern for the caller and convert the call into a meaningful conversation about your INSPECTION PROCESS, to examine the car and provide an accurate estimate. A Manager Order typically starts out as an estimate of the cost of parts and labor to perform a repair or vehicle maintenance service. Future Recommended Services are cleared
documented under your inspections notes Highlighted for review with the client at delivery Everything is documented in chronological order according to... What was the Client's request and/or concern (s) The Inspection or Service performed to determine the concern Our recommendation(s) to correct the concern Any other recommendation(s) as the
result of our inspection(s) The Action taken to correct the concern(s) Remember...If you don't document it - it didn't happen The "1 Year Rule" is applied. With good interruption manners such as, "Excuse me, xxx, but let me explain with a little more clarity", it is our responsibility to provide that needed support to keep our professional image. Be
distracted. As a service advisor you should know the details of every inspection available and be able to repeat (not necessarily word for word) these inspections to a client. The consultant realizes that a fruitful long-term relationship is better than a one-time 'pushed' sale. Talk too much. Here is where sales are made, or not made, depending on our
skills. Average Repair Order - It's simply the result of dividing the first 2 numbers listed above. We hire and train all our associates that way. Also make sure the R.O. is clear and concise and easily understood by the customer. Remember, you have only a few seconds to provide a perception of integrity and superior service. If you get a request to
repair a tire...ask how long the tire been leaking? 8 Lifetime Value of a 1-Time Customer Average Sale $300 Number of year 1 Gross sales per year (a x b) $300 Number of referrals per client over lifetime 0 Gross sales from referrals over 5 year
lifetime (e x f) $0 Total value of a 1-time customer (e + g) $300 9 Lifetime Value of a Client Average Sale $300 Number of year 3 Gross sales over lifetime of client (c x d) $4500 Number of referrals per client over lifetime 10 Gross sales from referrals over 5 year
lifetime (e x f) $45,000 Total value of a Happy Client (e + g) $49,500 10 Lifetime Value of an Advocate Average Sale $300 Number of Years that client buys from you 10 Gross sales per year (a x b) $1,050 Number of referrals per client over lifetime 15 Gross sales from referrals per client to the sales per year (a x b) $1,050 Number of Years that client buys from you 10 Gross sales per year (a x b) $1,050 Number of Years that client buys from you 10 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15 Gross sales from referrals per client over lifetime 15
over 5 year lifetime (e x f) $67,500 Total value of an Advocate (e + g) $78,000 11 What Every Service Advisor needs to know! Ethical sales and full disclosure. We pledge to uphold the highest standards for honesty and ethics. Ideally you want to manage their expectations, let them know "by what time" you expect to give them a call, even if you don't
have an answer yet, call them by that time and give them an update and a new time you expect to get back to them. 52 Good Repair Documentation...Will save you a lot of time each day by asking the right questions when preparing the repair order. 29 So, what happens when a customer finally visits your shop?He or she should encounter a clean
uncluttered facility, staffed by friendly, articulate, well-groomed employees. By asking questions and listening carefully to the answers you'll learn a lot about making an appointment, ask when the most convenient time is for
them to come in, instead of scheduling appointments around when your technicians think they can squeeze in the repair. Many customer trusts you. Instead, we give them a choice of saying yes. 43 The most important
thing about Scheduling Appointments You Must Ask for the Sale (Appointment) This works directly with our last article, answering the telephone. Remember: Great questions lead to great learning, which leads to great relationships. The first thing to do is quickly qualify the request or situation. Be rude. They are like 'that guy' at the party who is so
excited to tell his funny story that he doesn't listen to anyone else's. Leave callers on hold for a long time. Once you know what matters most to your client, you can sell based on the values they care about. Above all, don't forget to say thank you to every customer every day. Talk down to them --- Sales Destroyer! Try to fix the car on the telephone. It's
our responsibility to put them at ease Clearly explain how YOUR process will work today and how after the initial inspection you'll talk to them BEFORE you make any repair. It sounds like a simple question, but the answer could mean LIFE OR DEATH for your business!!! Keep in mind the number one goal of marketing is to get prospects and/or
clients to call and schedule an appointment to bring their vehicle in! Be sure you aren't doing things to sabotage achieving that goal! When you answer the telephone, the caller makes an instant judgment: "Do I trust this person to fix my car?" People form their first impression with how they are treated on the telephone. The vehicle belongs to the
client, it's their money, and it's their money, and it's their choice. You no longer have to convince, coerce or cajole. Top notch service advisors should be able to handle such situations pretty much on their own as long as they have guidelines previously laid out from the owner. You know he/she is a good client, but you just can't remember the name. You are obviously
concerned about them and their needs. How many times have you called a place of business and you get a burst of words from someone on the other end and you have no idea what they just said? 30 Separating Yourself from the PackServing clients well is tricky because what used to be considered unusual, such as customer shuttles, repair
warranties and extended hours on weekends, are now the norm. Any applicable disclaimers are applied IMPORTANT. You want to fix their car right for the least possible money You stand behind your work (warranty) Why replace a water pump if it only needs a hose? The reason for this is that all three types
of orders display basically the same information - the difference being the status of the Oor Handle Wash the Windshield Have the Car Washed Hand them your business card with a Thank You Smile... Start the Car before pickup Pull the Car
up to the Door Buy them a Soda or pour them a cup of Coffee Come from behind the counter to say thank you! Smile... Always have them leave with something in hand. You may recognize the problem and the solution after the first few sentences. You hear customers simply wanting to buy a product or get information about a product, and then the
employee sounds genuinely irritated. They know they have to have talented technicians, keep ahead of the technology changes, have the most up-to-date equipment, never damage their relationships with their clients; just to name a few. Not only is this the professional thing to do, it's the ethical thing to do. Using your shuttle to accommodate an
unscheduled stop for a customer will allow that person to accomplish essential tasks and build goodwill for your shop. Example: Mr. Jones comes in and says "My car just started doing something can you look at right away"? Follow-up with them after the sale Really listen to them. 65 Selling Auto Service Topics for the Next SeminarRecommend
Reading as you Settle In to Your New Position Selling the Repair - Must be able to sell to be successful! Sell the Repair - Do You Know What Woman Want? Instead of having customers call you to receive updates on the status of their repairs, keep them informed via text or . The client will feel more comfortable knowing they are the decision maker on
the repair, not the shop. The 15 Minute Rule Win Customers for Life! 3 About Us After a 21-year career with All-Car Automotive Centers, Mike Molitor and his wife, Roxanne, leased five closed All-Car service center locations, bought the shop equipment and reopened them as Auto Select. Always ask which is the best way for us to communicate with
them. Is promising a result or completion time you know we cannot meet. An extremely important question to ask the client before getting signatures: "Is there anything else you would like us to take care today while you vehicle is here?" You'll be surprised how many times your clients will ask you to check additional concerns...by you asking this one
simple question on EVERY repair order preparation. If you do not sell everything today, you must continue to provide the suggestions, put these in the revisions, and tell the client we'll keep this information on file and just call us when they're ready to make the repair or service. See Sample in Training Manual 61 Delivering the Vehicle - Very
Important Part of the ProcessDelivering the vehicle (explaining the repair order) when the client comes is a very important part of the process. Give prices on the phone-This allows your shop to be commoditized! Death sentence! Say NO! In other words, if you do a bad job answering the telephone, chances are you will never see the caller walk
through your door. It's nothing you did but you're the one who has to clean up the mess. The main concern with this approach is you will only discuss this information once a year and then becomes out of site; out of mind. This also helps when trying to prioritize the repairs because of the client's budget, time, or our safety concerns about the vehicle
You want to have the same professional mindset as a doctor, accountant, lawyer, etc. If they feel confused they lose trust! The ultimate goal to a completed repair order is to be able to explain it to the client or... Speak slowly enough to be understood. You need to ask
questions to know exactly what the customer needs. These common interruptions are: Telling us we have a telephone call. All recommended repairs and service should be estimated and disclosed. If a call comes in while another service advisor is working with a client, simply tell the caller the advisor is with another client at this time and Can You
Help Them? If you don't understand what we did today by reviewing the repair order, how is a client going to understand it. As vehicles are built better, last longer, and clients have multiple choices where to have their vehicles are built better, last longer, and clients have multiple choices where to have their vehicles are built better, last longer, and clients have multiple choices where to have their vehicles are built better, last longer, and clients have multiple choices where to have their vehicles are built better, last longer, and clients have multiple choices where to have their vehicles are built better, last longer, and clients have multiple choices where to have their vehicles are built better, last longer, and clients have multiple choices where to have their vehicles are built better, last longer, and clients have multiple choices where to have their vehicles are built better, last longer, and clients have multiple choices where to have their vehicles are built better, last longer, and clients have multiple choices where the have multiple choices where the have multiple choices where the have multiple choices are built better, last longer, and clients have multiple choices where the have multiple choices where the have multiple choices are built better, last longer, and clients have multiple choices are built better.
investing more into them. Be Nice. Treat them with respect. You should think of the repair order in 3 parts, or as GM calls it, the 3 C's, Complaint Cause Correction. After all, the world is full of better offers. Inspection and Canned Job specifications have been added. Initial Client Contact - Creates the Image Preparing a Good Repair Order - Ask the
right questions and LISTEN Selling the Repair - Must be able to sell to be successful Selling the Repair - Do You Know What Women Want? Explain the Warranty, emphasize its parts & Labor, helps re- affirm they made the right decision, helps reduce buyer remorse! Show them the Old Parts - also compare to what it should look like or the new part.
Selling in Today's Economy to Today's Consumer Increase Your Sales Opportunity To me, this is a must for a few reasons. They are forced to be aggressive and push, push,
customers better than your competitors. You can begin to relax and look at you in a favorable light When you do come across someone who has a "real" issue that needs immediate attention, be sure to acknowledge that with "That's
something we need to get looked at today, we're really busy but let me figure when we can get you in... Can you drop it off... If the conversation requires offer a ride or loaner. Before putting a caller on hold always ask for permission responding such as: "xxxx is just finishing with another client, can I put you hold for a minute? You need to monitor
your schedule throughout the day with the most important goal of meeting the completion time commitments made to clients. Because you are in the service business you exist to provide products and services to your clients in response to their needs. If you can excel in the customer service (experience) area, you will give customers a reason to
return, even leaving them wanting to return --- See Disney! Making a Good Impression You may not realize that a customer's interaction with your shop starts before they even walk in the door. Example: "Because you live down a dirt road I really think it would be best to upgrade slightly to a better tire. You're the one who has to try to save the client
Technician(s) who performed the repair(s) or service(s) has been entered. Be sure to learn and know what you can or cannot do to make an unsatisfied customer happy. By listening carefully and completely you build their confidence in you But understand that what you need to do on the telephone is to get them committed to bringing in their vehicle
to you --- That's the first step in solving their problem. After all, customers expect us to fix their cars. (Strut, Mount, and Spring Assembly, Left Front versus Quick Strut). 13 The best-kept secrets of every Great Service Advisor Before you can sell any "product or service" the first thing you have to sell is "you!" People buy from People, they prefer to
buy from someone they 'feel' know, like and someone they feel as though they can trust Smile. Complaint - What did the client request you to do? It is the most critical area of a service center. It's important to understand that the money spent is considered an investment in the business, if there is no return on that investment it is then considered an
expense. Very few people know what consultative selling is or can really define it. Car Wash, etc.) VITALS TEST DRIVE areas have been checked. That is why it's so important to concentrate on Client Retention with the different tools available to you. I believe if you do a better job than most shops "setting the table", your business stays more
consistent and continues to grow. The reason for only the one scheduled (when possible) appointment at a time It gives you more time to talk with someone about their problem when you don't have two or three people coming in at the same SCHEDULED time. Many people call and ask for prices because they don't know what else to ask. Number of
Vehicles Serviced - The number of vehicles you worked on. What is it?" Write it down and then refer to them by name throughout the conversation. CRM also keeps you focused, EVERYDAY, on being BETTER and more profitable than the conversation. CRM also keeps you focused, EVERYDAY, on being BETTER and more profitable than the conversation.
Auto Select: Revenue w/o tax - This is simply total sales without sales tax. 17 Becoming a consultant means becoming a trusted advisor and a wise expert in the eyes of your client. Your swiftness and professionalism will always impress them. Most consumers see it as a lack of respect! Building Value and Personalizing Once
you have asked questions, listened to the answers and asked more questions, you are in a position to become a consultant. Client information is filled in completely. Sometimes we get so caught up in the business of doing business that we forget to consider the most valuable asset - our customers. If you create a customer-focused culture, and then
reinforce that culture through training and evaluations, you'll give clients a reason to stay loyal for life. What about when it doesn't go as planned? Our recommendation is to stagger your scheduled waiting appointments and avoid late morning and late afternoon, plus your oil changes. If your lobby is packed with people, potential customers may fear
a long wait and walk out. Understanding your client's needs and wants allows you to better build value and personalize the offer. When possible park the car backed in to make it as easy as possible to leave the premises. The bar in our industry has been set so low, it doesn't take much to exceed expectations! Little things make your competition
appear indifferent - not as good as you. In our industry there are a number of unwritten rules that shop owners have followed for years. Nobody likes or want any surprises. Because we're honest, caring professionals, we don't want to replace parts that aren't necessary to do a job properly. "Can you bring it in this afternoon, or would tomorrow
morning be better?" "I have an opening at 1PM today or 7AM tomorrow, which one would be better for you?" Notice that I don't give them the option to say no. 54 Complaint - What did the Client is asking you to do
today. This is a great opportunity to gather more information. You can do a great job in all the previous steps reviewed, only to drop the ball when the vehicle is picked up. What they WANT is a convenient, easy enjoyable experience. Comply with
company policies and procedures and document all discoveries. They're also nervous because they don't know much about the vehicle and they just do not want to be taken advantage of. Your job is to convince the caller that... You're the shop for them. Number of Visits per Client - Your ultimate marketing and retention goal is when a client has a
problem with their vehicle you want them to think of your shop. In the Upper Left Hand Repair Order record any appropriate notes D/O = Drop Off CWE = Call When Done PU = Pick Up Vehicle DONE by 3pm TOW = Towed in PW = Possible Warranty Any small note so the person dispatching work today can see
at a glance. You become a salesperson again, not a consultant. 59 Correction - This is the technician's recommended fix for the problem(s)Always address the client's initial concerns first A mistake too many service advisors make, especially if they function as salespeople versus consultant. I suggest that you have columns laid out for appointments,
drop offs, oil changes, specialty or seasonal, and tires. They attempt to do this by talking a lot. This will also spread out your work load to help improve your add-on sales with oil changes (Serpentine Belts, Wipers, Lights, PCV Valves, Filters, etc.). The money spent out your work load to help improve your add-on sales with oil changes (Serpentine Belts, Wipers, Lights, PCV Valves, Filters, etc.).
repairing their vehicles is never really planned. By keeping the scheduled appointment waiters limited, you reduce the Counter huggers and floor pacers that innocently keep you from getting your jobs done. Simply complete the X in the box when the client arrives. Keep the 3 C's concept in mind on every repair order when initially preparing, working
within through the day, and finalizing. You are in a position that allows you to powerfully recommend your product. Having a user-friendly website that features testimonials, photos of your shop and the benefits you offer customers is a great way to build trust with potential new customers. Letting them know how they can save money either with
labor savings or by preventing a larger bill later will let them know that you have their best interest in mind, goes a long way to building a trusting relationship It's important to remember most people are not prepared to spend extra time and money today to make every repair that you suggest. The number should increase as the number of client
increases Number of vehicles per client - Not much you can do about this number other than getting those NEW Vehicles out of the dealership and back to us as quickly as possible. How would you like to play a football game for 3 quarters without knowing the score?! Then at the beginning of the 4th quarter you find out you're down 3 touchdowns! In
a business perspective think about how much money was loss in those 3 quarters! If you review the data EVERY month, and review on a rolling previous 12 month basis, you can watch and monitor the trends and respond. Appear as though you were expecting them when they first walk in the door, unless they're a walk in. They are trying to win them
over. 50 Some things you can do to facilitate building trust and show respect. Really listen to what your client is saying nod in agreement that you hear them. Winning lifelong customers requires the ability to not only get a person to buy again and again, but to do so happily. Great customer service is an effective marketing strategy. Don't just say,
"Bring it in any time", or "Drop it off". The caller has a problem or needs a service for their vehicle and you want to be the one to fix it Answer the Telephone Promptly Always answer the telephone within 3 rings. Is not describing the results properly if a repair is not made. Many successful shop owners reference all these tools as a part of their
marketing wheel. I'll get you a ride home (or give you a loaner car), I'll get your car in the shop A.S.A.P., I'll call you with an update as soon as I know something, and I'll give you a timetable as to how guickly I can get your car back to you. To distinguish us, we focus on making the car repair process as easy as possible. Your loyal customers (clients)
can also serve as a great referral source for your shop. Always ask for and record the HOME telephone number. The techniques and procedures that you use at the service counter will tell a client a great deal about your professionalism, integrity, and commitment to solve their problem. Print and attach the nearest Manufacturer's recommended
mileage interval service schedule. Ask for any questions. Whatever tools that our shop's offers, IT'S UP TO YOU TO USE THEM. 33 Most common mistakes people make answering the telephone? Stumble through the call. 38 Scheduling Appointments - Just Like asking for the saleIn the auto repair business, one of the most challenging areas can be
Scheduling Appointments with the right balance, especially when the schedule is already full. The fundamental thing you need to remember in all associations with clients is to act honestly, fairly, and respectfully. A technician coming behind the counter to ask a question. If you don't review these numbers often, it's too easy to forget about them. Take
Your Time. We could have a separate seminar just discussing those. Process, procedure, or actions required to address the concern or request. 63 WIN CUSTOMERS FOR LIFE! If you have ever received poor customer service, you won't be surprised to learn that most companies spend more time acquiring New Customers than keeping existing ones
happy. Part Numbers have been entered properly, in proper order and category.
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