



104, 105, 106

KEYS TO  
COMMUNICATION

**STEVE SHAW UNIVERSITY**



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# COMMUNICATION

**DO WE ANSWER THE CALL EVERY TIME?**

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**DO WE SET A SOLID AND SPECIFIC APPOINTMENT**

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**DO WE MAXIMIZE EVERY OPPORTUNITY**

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# THE NUMBERS

## WHAT IS THE COST FOR EACH MISSED OPPORTUNITY

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**TOTAL MISSED OPPORTUNITIES EACH DAY**

**10**

**YOUR AVERAGE REVENUE PER RO?**

\$

**YOUR TOTAL?**

=

**TOTAL NUMBER OF WORKING DAYS**

**LOTT**

\$

**ANNUAL**

\$

**YOUR COMMISSION**

%

**SERVICE ADVISOR LOSS**

\$

**COULD YOU USE MORE MONEY?**

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# DOES COMMUNICATION EFFECT RELATIONSHIPS

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**VERBAL**

**VOICE**

**VISUAL**

**PHONE CALL**

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**IN PERSON**

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**TEXT OR EMAIL**

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# TYPES OF COMMUNICATION

## 1. VERBAL: WHAT IS VERBAL COMMUNICATION?

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\_\_\_\_\_ OF HOW WE COMMUNICATE

## 2. TONE OF VOICE: WHAT IS TONE OF VOICE

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\_\_\_\_\_ OF HOW WE COMMUNICATE

## 3. BODY LANGUAGE: WHAT IS BODY LANGUAGE

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\_\_\_\_\_ OF HOW WE COMMUNICATE





# COMMUNICATION

## 1. PAY ATTENTION:

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## 2. RIGHT ATTITUDE:

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## 3. OPEN MINDED:

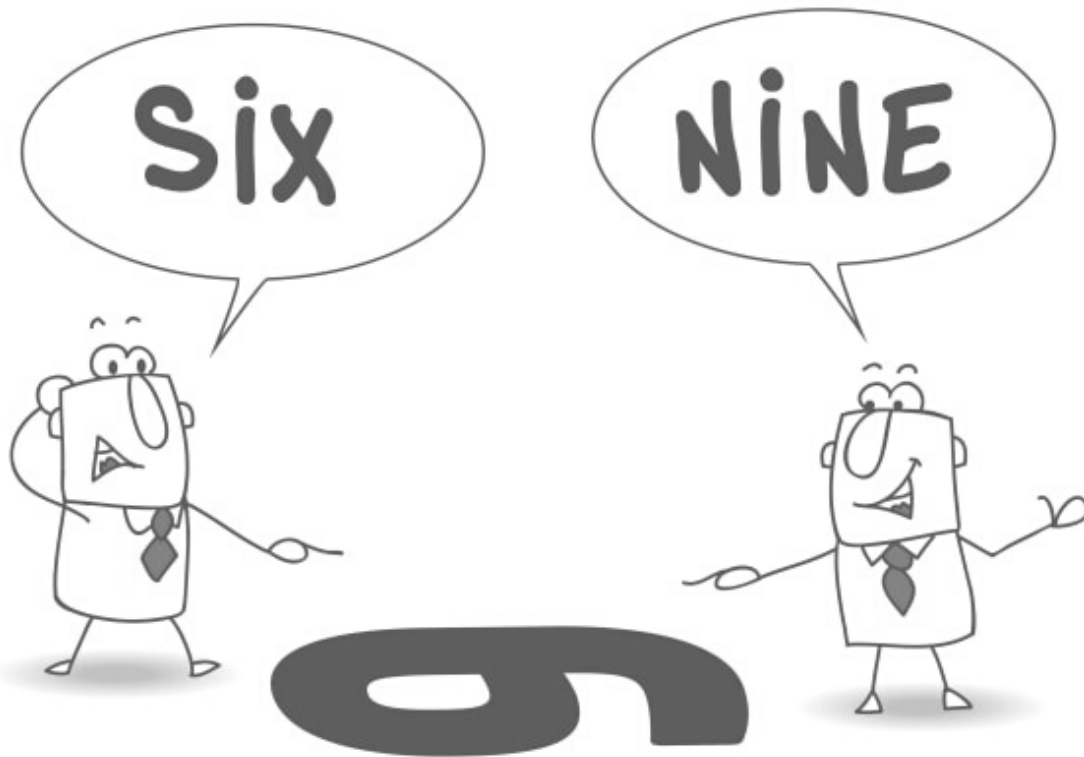
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# SIX OR NINE



**JUST BECAUSE YOU ARE RIGHT, DOES NOT  
MEAN, I AM WRONG. YOU JUST HAVEN'T  
SEEN LIFE FROM MY SIDE.**



# THE BEST WAY

## WORDS

## tone

## BODY LANGUAGE

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## OR ELSE

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# OBSERVATION

## PAY ATTENTION TO YOUR OWN WORDS AND BEHAVIORS

### COMPLETE DAY ONE NOTES

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# POWER WORDS

**IMPORTANT**

**SHOULD**

**SAFETY**

**VITAL**

**MOST PEOPLE CHOOSE**

**REQUIRED**

**ENCOURAGE**

**RELIABILITY**

**PROTECT INVESTMENT**

**I'LL TRY**

**RECOMMENDED**

**NECESSARY**

**PEACE OF MIND**

**MAYBE**

**MIGHT**

**DEPENDABLE**





# STATEMENTS

## COMMON STATEMENTS WITH POWER WORDS

### CHOICE ONE - MAKE YOUR POWER STATEMENT

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### CHOICE TWO - MAKE YOUR POWER STATEMENT

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# VOICE PRACTICE

**STERN (CONFIDENT)**

**SMILING**

**NORMAL**

**SOFT**

**SCARED - UNSURE**

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# TONE PRACTICE

**SAY THIS STATEMENT IN A DIFFERENT TONE**

**YOUR APPOINTMENT IS AT 2PM TOMORROW**

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# BODY LANGUAGE PRACTICE

**OPEN ARMS - CONFIDENT**

**SITTING OR STANDING TALL - RECEPTIVE**

**HUNCHED OVER - BORED**

**CROSSED ARMS - CLOSED OFF**

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# INVITATION

**INSTEAD OF...**

**NEXT COUNTER!**

**OR**

**COME OVER HERE.**

**TRY...**

**CAN I INVITE YOU OVER TO THIS COUNTER?**



# WHAT CHANGED

## HOW WOULD YOU FEEL?

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# POWER STATEMENTS

**Commonly Said...**

**Sound Better?**

## Separation Statements

## Attraction Statements

I dont have anything until next week	My first available date is...
We are behind, not enough techs, so must be Thursday	I can make your reservation as early as Thursday
I can't find your Service Advisor, he is not at his desk	Your Service Advisor is unavailable, can I take a message?
Your tires are shot	Your tires are measuring below minimum requirements
We don't have your parts	I have located the parts, they are coming the fastest way possible. schedule to arrive on (?)
Your parts are not in stock - must order them	Our warehouse has your parts in stock, scheduled to arrive on (?)
The restrooms are that way	The restrooms are this way
We have a shuttle	We have a shuttle service to take you home and then pick you up, once your vehicle is ready
Wait over there	Please have a seat in the lounge
We will throw your car together, ready at 5	We will reassemble your vehicle and you can pick your car up between 5pm and 7pm



# PRACTICE

**WHAT MESSAGE DOES THE NEGATIVE STATEMENT CONVEY?**

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**WHAT MESSAGE DOES THE POSITIVE STATEMENT CONVEY?**

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# CHANGE WORDS

**DOES CHANGING OUR WORDS, CHANGE THE MEANING OF THE SAME STATEMENT?**

**OR JUST THE CUSTOMER'S PERCEPTION OF THE STATEMENT**

**THOUGHTS?**

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# PRACTICE

## TURNING SHOP TALK INTO CUSTOMER COMMUNICATION

**No Problem**

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**O.E.M.**

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**Turn Rotors**

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**Major & Minor**

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**Worn Out**

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**Check It Out**

---

**Tear It Down**

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**Throw It Back Together**

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**OEM Parts**

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**Recommended Items**

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**Throw It On A Lift**

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# OBSERVATION

**WE ENCOURAGE YOU TO REVIEW  
THESE NOTES**

**COMPLETE DAY TWO  
NOTES**

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# 3 QUESTIONS

**HOW MANY RINGS IS ACCEPTABLE?**

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**HOW LONG SHOULD THEY BE ON HOLD?**

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**DO YOU PICK UP RINGING PHONE WITH  
CUSTOMER IN FRONT OF YOU?**

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# INCOMING CALLS

## WHAT DOES GREAT LOOK LIKE?

- Always SMILE. Comes across on the phone
- Be Friendly
- Use Dealer defined greeting
- Give your name
- Thank them for calling
- Let them hang up first
- Thank them for holding
- Be aware of distractions

What is your dealership greeting?

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Notes:

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Tone:

Body Language:

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My changed behavior:

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Notes:

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Tone:

Body Language:

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# OUTGOING CALLS

## WHAT DOES GREAT LOOK LIKE?

- Always SMILE - They can hear it in your voice
- Be Friendly - They can feel it over the phone
- Provide your name and dealership - Identify
- Why are you calling? - Give reason
- Ask permission - gives them control - good time to call?
- Listen and respond
- Provide information | Ask for the sale
- Thank them for their time
- Be aware of distractions
- Let them hang up first

Notes:

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My changed behavior:

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Tone:

Body Language:

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# PLEASE HOLD

## THANK YOU FOR HOLDING

Currently we here: (silence or music)

### **Thank you for holding**

What does great look like?

Can I place you on a brief hold?

### **Wait - Thank - Place**

Tell them why you are placing them on hold

- Would you prefer a blind transfer or shall I take a message?

New script for placing customer on hold:

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Tone:

Body Language:

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# PLEASE HOLD

## WHEN ANSWERING A LINE ON HOLD

- Thank you for holding this is ( YOUR NAME )
- I appreciate your patience, this is ( YOUR NAME )
- Thank you for holding, I appreciate your patience
- I appreciate you holding the line, I know it's an inconvenience

New script for placing customer on hold:

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Tone:

Body Language:

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# PLEASE WAIT

## THANK YOU FOR WAITING

### JUST ONE QUESTION

Can I invite you to wait in the lounge while I get your Service Advisor?

Your Service Advisor is on their way, would you be more comfortable here or in our lounge enjoying a cup of coffee?

### THANK YOU FOR WAITING

Hello (      ), I am (      ), thank you for waiting, you now have my full and undivided attention.

### I APPRECIATE YOU WAITING SO PATIENTLY

New script for placing customer in person:

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Tone:

Body Language:



# 10 FOOT RULE

**DOES 10 FOOT RULE STILL APPLY TODAY?**

**YES / NO**

**WHAT IS THE 10 FOOT RULE?**

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**WELCOME OR WELCOME BACK!**

Good morning, I am ( YOUR NAME ) - Can I help you?

**MAKE SURE THEY KNOW WHO THEY ARE SPEAKING WITH**

**FIND OUT WHAT THEIR NEEDS ARE**

**IF NOT YOUR DEPARTMENT - ESCORT THEM TO THE RIGHT DEPARTMENT**

**COME WITH ME... MAY I INVITE YOU THIS WAY**



# WHAT'S YOUR LINE

## WHAT SEPARATES YOU FROM ME?

- I will be helping you today, lets walk and talk to the best use our time together. This way we can effectively get you checked in and on your way
- Did you have an appointment or just stopping by?

Restaurant - Hello my name is Steve - I will be your server today.

Hello, my name is Cindy - I will be your Service Advisor - assisting you during your visit

## I CAN HELP YOU

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# STATUS UPDATES

## CALLING CUSTOMER BEFORE THEY CALL US IS THE KEY

Best practice - call at your scheduled time - educate your customer on your follow up process: phone call | text | email

Calling customer: Hello, this is ( YOUR NAME ) calling from ( YOUR DEALERSHIP ) do you have a few moments?

## WRITE DOWN YOUR DEALERSHIP PROCESS

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## STATE THE REASON FOR YOUR CALL

- I would like to review the results from the technicians diagnosis
- I am calling about the status of your vehicle

If you call them, it will be on your time AND your message will be better received.



# VEHICLE IS READY

## THIS IS AN EASY CALL

Hello this is ( YOUR NAME ) I am happy to say your vehicle is ready for pick up. I would like a few moments of your time to review the final repairs and related charges

Do you have a moment to talk?

- Review each line item, charges related to each and the final total
- Ensure customer knows department hours and process for pick up
- Ask them if they have any questions about the repairs or warranties

## WHAT IS YOUR DEALERSHIP PROCESS?

- When you arrive, please go to the cashier
  - When you arrive, please see me on the drive for a quick or express check out
- 
- 

**THANK YOU FOR CALLING**

**THANK YOU FOR TAKING MY CALL**



# ACTIVE DELIVERY

## GREET CUSTOMER

### WHERE IS THE CAR

- Staging area / Valet pick up area?
- Review invoice

CSI - Asking for CSI on the phone or in person

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Social Media - asking for a review

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### WHEN THEY SAY THANK YOU

I say - the best way to thank you, is to go online and write a review and say my name.

It was a pleasure working for you (today or this visit)





# MAKING AN APPOINTMENT

Word Track: Thank you for calling ( DEALERSHIP NAME ), this is ( YOUR NAME ) I CAN help you.

Word Track: Thank you for calling ( DEALERSHIP NAME ), this is ( YOUR NAME ) are you calling to make an appointment or speak to someone specific?

Set a date and time for their arrival

I will be happy to assist you with your appointment

Have you been here before? This will help me find your file

Can I have the telephone number or last name the vehicle is registered under?

Confirm the vehicle

Give two options for appointment time slot

I can get you in as early as ( date & time ) or would you prefer ( date & time ) Which do you prefer?

What services are you coming in for?

Are there any other items you would like addressed during your visit?

Sum up the appointment details.

I have you scheduled for ( date & time ) to meet with ( Service Advisor name )

We have set aside this time to meet with the advisor and review your requests. This will take about (minutes) to ensure we get all the details of your items.

Thank customer for calling



# COSTLIEST WORDS

## WE HAVE ALWAYS DONE IT THIS WAY

Will you make money?

Will your customer be happy with these practices?

Will you get better CSI with these tools?

**ONLY \_\_\_\_\_ CAN CHANGE \_\_\_\_\_ BEHAVIOR**

**REMEMBER...**

**CHANGING YOUR WORDS CAN CHANGE YOUR LIFE**



# CONTACT

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