

PARTS ASSOCIATES

119, 115, 116

KEYS TO

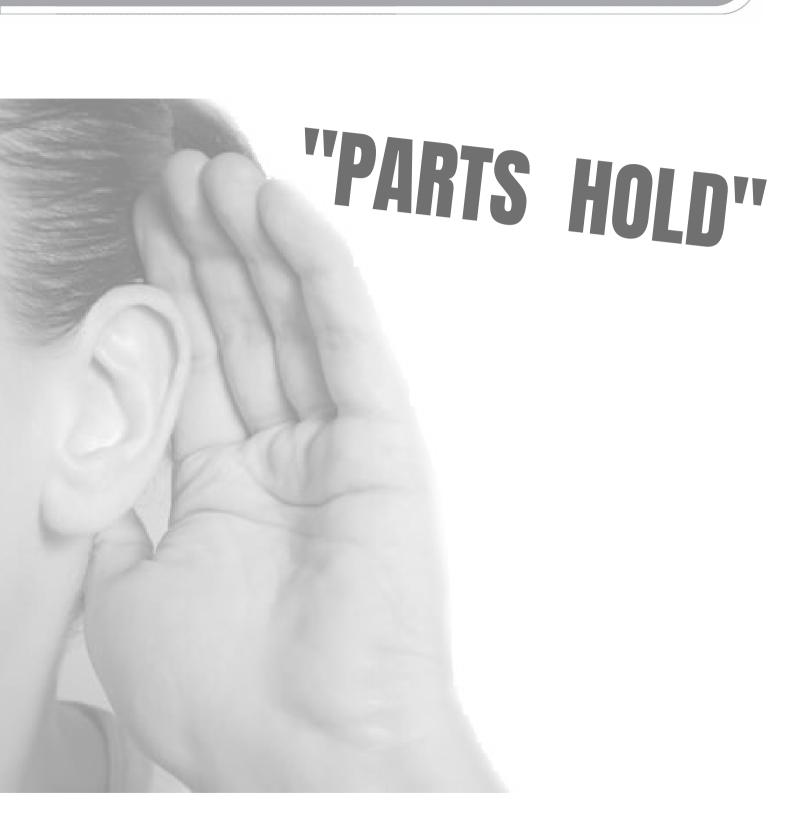
COMMUNICATION

STEVE SHAW UNIVERSITY



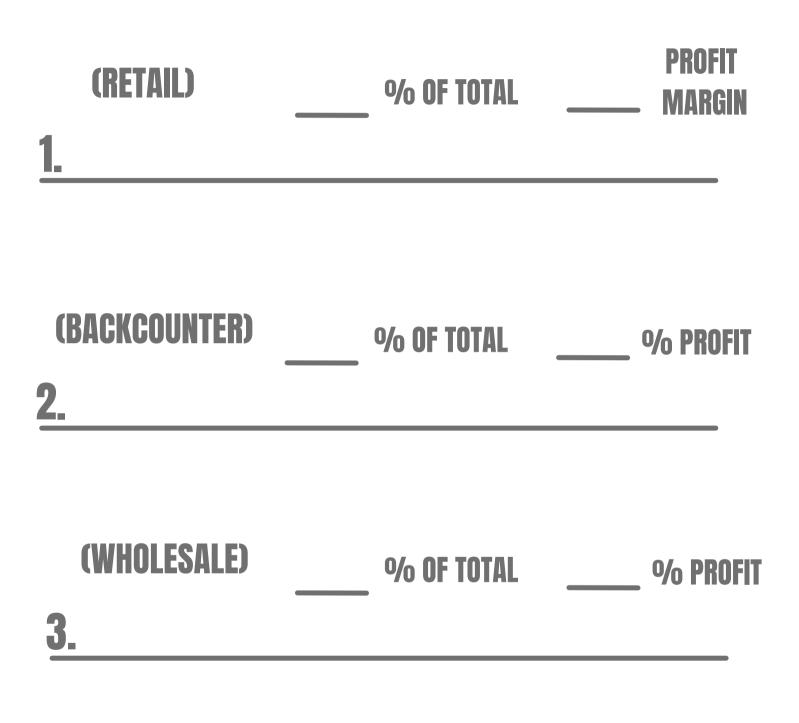








PARTS TRAFFIC



WE NEED ALL TOGETHER TO ACHIEVE PARTS AND SERVICE GOALS



TITLES

(COUNTER PERSON)



(ADVISOR)

PARTS

WHICH ONE ARE YOU?



COUNTER VS RETAIL

WHAT IS YOUR ENVIRONMENT?

WHO IS RESPONSIBLE FOR CREATING ENVIRONMENT?



CUSTOMER EXPECTATIONS

BELOW

MEET

EXCEED



PHONE PROCESS

1.		
2.		
3. <u>4.</u> 5.		
5.		
6.		
7.		
8.		
9.		
10.		



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CUSTOMER BUYING MOTIVES

1. FEAR OF LOSS

(NEED)



2.HOPE FOR GAIN

(VALUE)

%

I AM CALLING YOU. WHAT IS MY MOTIVE?

(WHOLESALE)

(FRONT) _____ (BACK)





REQUIRED (MUST HAVE)

I AM ON THE PHONE

(ENFORCE) What words create new



VALUE

SAFETY / PERFORMANCE / RELIABILITY / PROTECT INVESTMENT

WHAT WORDS ADD VALUE TO YOUR PARTS?



CLOSING THE SALE

SIMPLE CLOSE

EITHER / OR

ASSUMPTIVE

YOUR CLOSE





COMMUNICATION

WORDS



TONE

(38%)

BODY LANGUAGE





WORDS

WELCOME **MIGHT / MAYBE** OK PLEASE **THANK YOU** REQUIRED WHAT CAN I DO **MY PLEASURE HAPPY TO HELP**



STATEMENTS

COMMON STATEMENTS WITH POWER WORDS

CHOICE ONE - MAKE YOUR POWER STATEMENT

CHOICE TWO - MAKE YOUR POWER STATEMENT



WORDS EXERCISE



TONE OF VOICE

CONFIDENT SMILING NORMAL SOFT SCARED



VOICE PRACTICE

STERN (CONFIDENT)

SMILING Normal Soft

SCARED - UNSURE



TONE PRACTICE

SAY THIS STATEMENT IN A DIFFERENT TONE

YOUR APPOINTMENT IS AT 2PM TOMORROW



BODY LANGUAGE

OPEN ARMS SITTING OR STANDING TALL Normal Hunched over Crossed Arms



BODY LANGUAGE PRACTICE

OPEN ARMS - CONFIDENT

SITTING OR STANDING TALL - RECEPTIVE Hunched over - Bored Crossed Arms - Closed off



COMMON PHRASE

AVOID THAT





3 QUESTIONS

HOW MANY RINGS IS ACCEPTABLE?

HOW LONG SHOULD THEY BE ON HOLD?

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



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 greeting?

Tone:

BODY LANGUAGE:

NEW BEHAVIOR:



GREAT LOOKS LIKE

INCOMING CALL

What is your greeting?

Tone:

BODY LANGUAGE:

NEW BEHAVIOR:



OUTGOING CALL

GREAT

- SMILE
- FRIENDLY
- NAME
- THANK YOU

OUTGOING CALL

Tone:

Body Language:



PLEASE HOLD

GREAT

- SMILE
- FRIENDLY
- NAME
- THANK YOU

OUTGOING CALL

Tone:

Body Language:



HOLDING CALL

GREAT

- SMILE
- FRIENDLY
- NAME
- THANK YOU

OUTGOING CALL

Tone:

Body Language:



FOLLOW UP CALL

GREAT

- SMILE
- FRIENDLY
- NAME
- THANK YOU

OUTGOING CALL

Tone:

Body Language:



POINT OF SEPARATION

WHAT MAKES YOU DIFFERENT?



COSTLIEST WORDS

WE HAVE ALWAYS DONE IT THIS WAY

ONLY____ CAN CHANGE _____ BEHAVIOR

$\mathbf{P} + \mathbf{B} = \mathbf{R}^3$





WOULD YOU LIKE FRIES WITH THAT?





DEALERSHIP PROCESS

WILL YOUR TRAINING IMPROVE EACH STEP IN THE PROCESS? WHY?

1.	Y / N	
2.	Y / N	
3.	Y / N	
4 .	Y / N	
5.	Y / N	



WILL YOU CLOSE MORE SALES?



WILL YOUR CUSTOMER BE HAPPIER TO CALL YOU?

WHY



NOTES

SJ	

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