

FACTORY MAINTENANCE & DRIVEWAY SALES

STEVE SHAW UNIVERSITY







FACTORY MAINTENANCE & DRIVEWAY SALES

DRIVEWAY OBJECTIONS

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	





SELLING _____

VS.

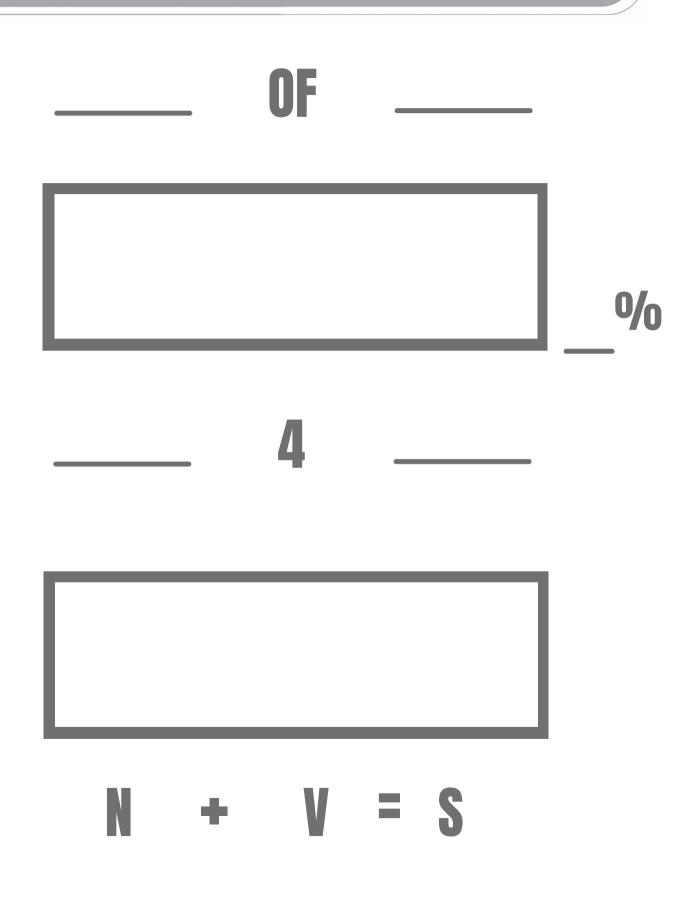
BUYING ____

WHICH IS BETTER?



FACTORY MAINTENANCE & DRIVEWAY SALES

BUYING MOTIVES





VALUE PROPOSITION

VALUE MUST OVERCOME COST

+ NEED = SALE



FACTORY MAINTENANCE & DRIVEWAY SALES

RECOMMEND

WHAT HAPPENS WHEN YOU RECOMMEND SOMETHING?



THE FACTS ARE, THERE ARE ITEMS THAT REQUIRE ATTENTION. WHICH APPROACH CONVEYS THE IMPORTANCE OF THE REPAIR?



QUARTER TIME

15	MIN	<u>%</u>
30	MIN	<u>%</u>
45	MIN	<u>%</u>

1.0 = 15 MINUTES (LOF + ROTATE) 2.0 = MINUTES COOLANT + 3.0 = MINUTES ALIGNMENT



MAINTENANCE IN DRIVE

1.			
2.			
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