



203

STEVE SHAW UNIVERSITY



NOTES

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ADVISOR EXCUSES

WHAT REASONS DO YOU HEAR FROM YOUR ASM?

A = E	_
	_



SALE

SELLING

VS

BUYING

WHICH IS BETTER BUYING OR SELLING



BUYING MOTIVES

FEAR OF LOSS



AVERAGE CLOSING RATIO ______%

HOPE FOR GAIN

%

= SALE



GOALS

WHAT IS GOAL OBJECTIVE FOR CUSTOMER?

WHAT IS GOAL OBJECTIVE FOR TECHNICIAN?

WHAT IS GOAL OBJECTIVE FOR PARTS?

REMEMBER SALES FORMULA NEED + VALUE + SALE



RESPONSIBILITY

TECHNICIAN

SERVICE ADVISOR



LOAD THEIR LIPS

DO (SAY THIS)

IMPORTANT

VITAL REQUIRED

NECESSARY

DON'T (NOT THAT)

TELL SHOULD RECOMMEND

DUE (OVER)



WORDS HAVE MEANING



MPI EVOLUTION

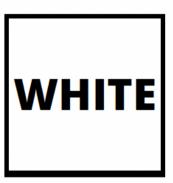
VS

1997 FORD MOTOR





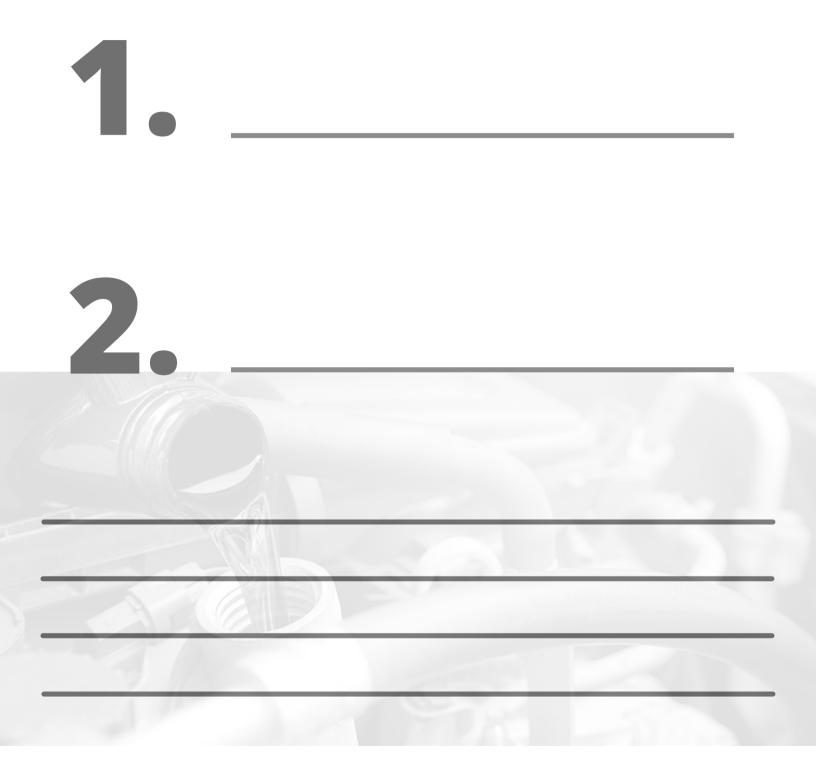
NOW



VS

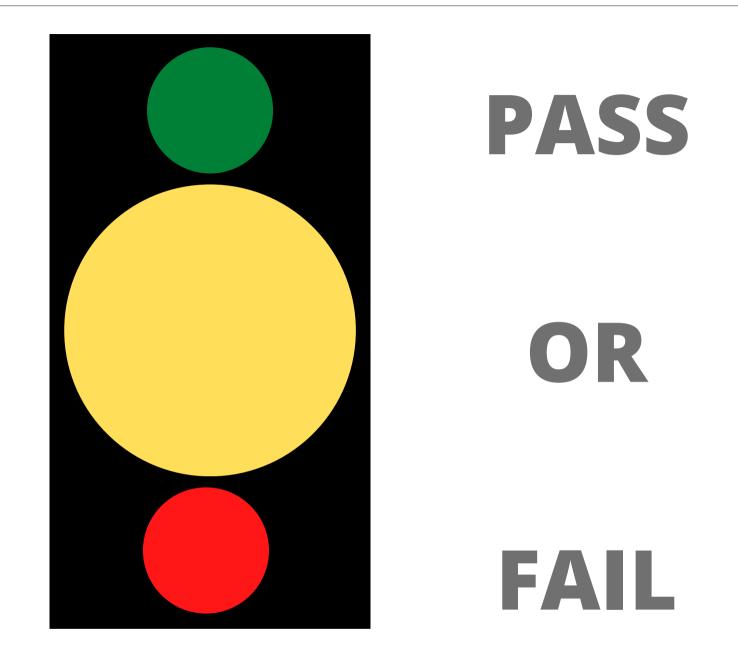


TECHNICIAN MPI STEPS



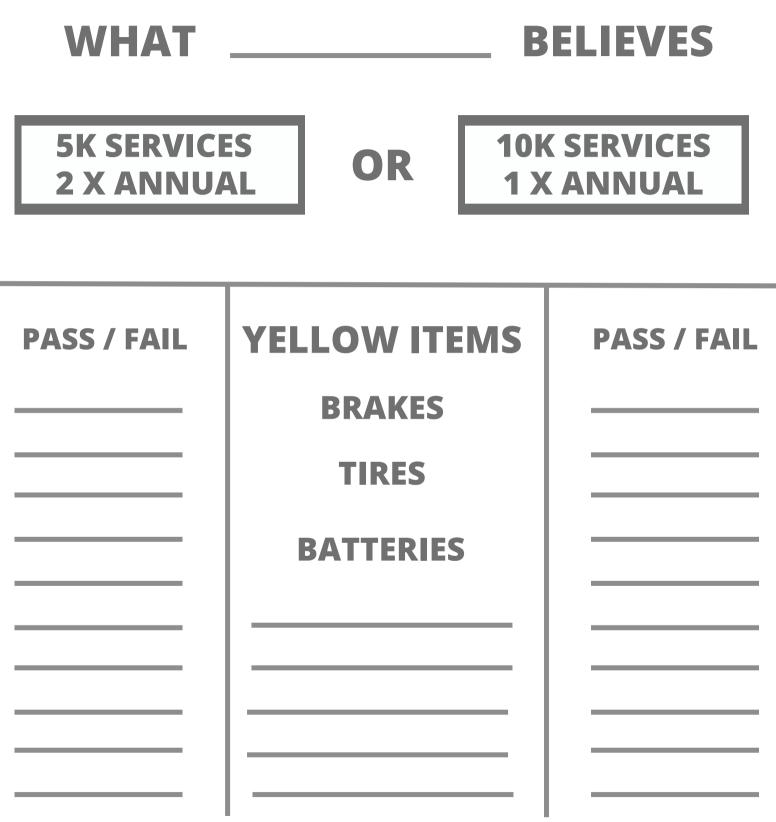


YELLOW ITEMS





STANDARDS





QUARTER TIME PRINCIPLE



15 MINUTES 30 MINUTES 45 MINUTES

'IME

WHICH IS MORE IMPORTANT?

OR



TECHNICIAN MULTI POINT INSPECTION

PARTS MONEY

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MULTI-POINT VEHICLE INSPECTION CHECKLIST

Dealer	Name:	Date:		
Customer Name:		Year/Model:		
Mileag	e:	Repair Order #:		
-	e Advisor:	Technician:		
REPOR	RT CARD	TIRES		
-	PASS INSPECTION	Left Front Right Front		
		The Tread 32nds The Tread 32nds		
	FAIL INSPECTION	Wear Pattern Wear Pattern		
<u>.</u>	INTERIOR / EXTERIOR Head Lights / Tail Lights / Turn Signals / Brake Lights	The Pressure psi The Pressure psi		
	Head Lights / Tail Lights / Turn Signals / Brake Lights Hazard Warning Lights / Exterior Lamps	Left Rear Right Rear		
	Windshield Washer Spray / Wiper Blades	The Tread 32nds The Tread 32nds		
	Windshield Condition (Inspect for Cracks, Chips, or Fitting)	Wear Pattern Wear Pattern		
	Uphoistery / Carpet / Floor Mats / Mirrors / Glass			
	Emergency Brake Adjustment	Tre Pressurepsi Tre Pressurepsi		
	Horn Operation	Wheel balance needed Algnment check needed		
	Fuel Tank Cap Gasket	BRAKES		
	In-Cabin Microfilter (if equipped)	Brake Inspection Not Performed This Visit		
	Clutch Operation (if equipped)	Left Front Brake Lining mm		
	Dome light / Amp	Left Rear Brake Lining mm 137 64 30		
	Light Dimmer	Right Front Brake Lining mm Rear Drum Brakes		
	Parking Brake Operation	Right Rear Brake Lining mm 4.3 2 1.0		
	Check Driver's floor mat			
	UNDER HOOD	Battery Terminals / Cables / Mountings		
	Fluid Levels: Oli / Coolant / Battery / Power Steering Brake / Clutch / Washer / Automatic Transmission	Check Condition of Battery (Storage Capacity Test)		
	Engine Air Filter			
	Drive Belts (condition and adjustment)	Good Replace		
	Engine Coolant System	PLEASE INDICATE BODY DAMAGE / WEAR		
	Cooling System Hoses / Heater Hoses / Air Conditioning			
	Hoses and Connections Radiator Core and Cap	$\Gamma(0) = 0$		
	UNDER VEHICLE			
	Shock Absorbers / Suspension			
	Steering Gear Box / Linkage and Boots / Ball Joints / Dust Covers			
	Muffler / Exhaust Pipes / Mountings			
	Engine Oil and/or Fluid Leaks			
	Brake Lines / Hoses / Parking Brake Cable			
	Drive Shaft Boots / Constant Velocity Boots / U-Joints / Transmission Unkage (if equipped) Transmission / Differential / Transfer Case (Check Fluid Level, Fluid Condition and Fluid Leaks)	60103		
	Fuel Lines and Connections / Fuel Tank Band / Fuel Tank Vapor Vent System Hoses			
STATE INSPECTION EXPIRES: COMMENTS:				

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PASS / FAIL ELEVATES THE DEALER MPI TO HIGHER STATUS *"LIKE STATE INSPECTION"



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