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TECHNICIAN
MULTI POINT
INSPECTION

STEVE SHAW UNIVERSITY

esqu

NOTES



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)

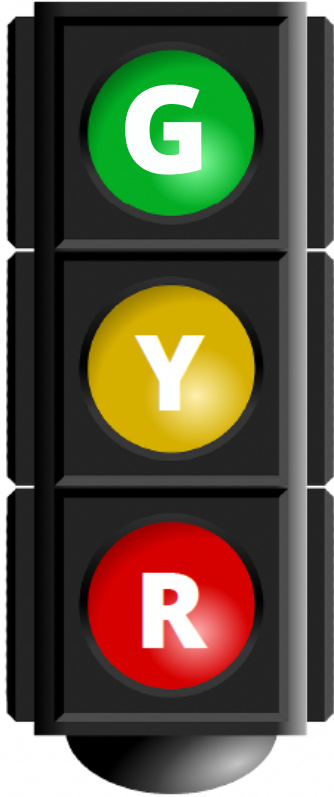


WORDS HAVE MEANING



MPI EVOLUTION

1997 FORD MOTOR



VS

NOW



VS



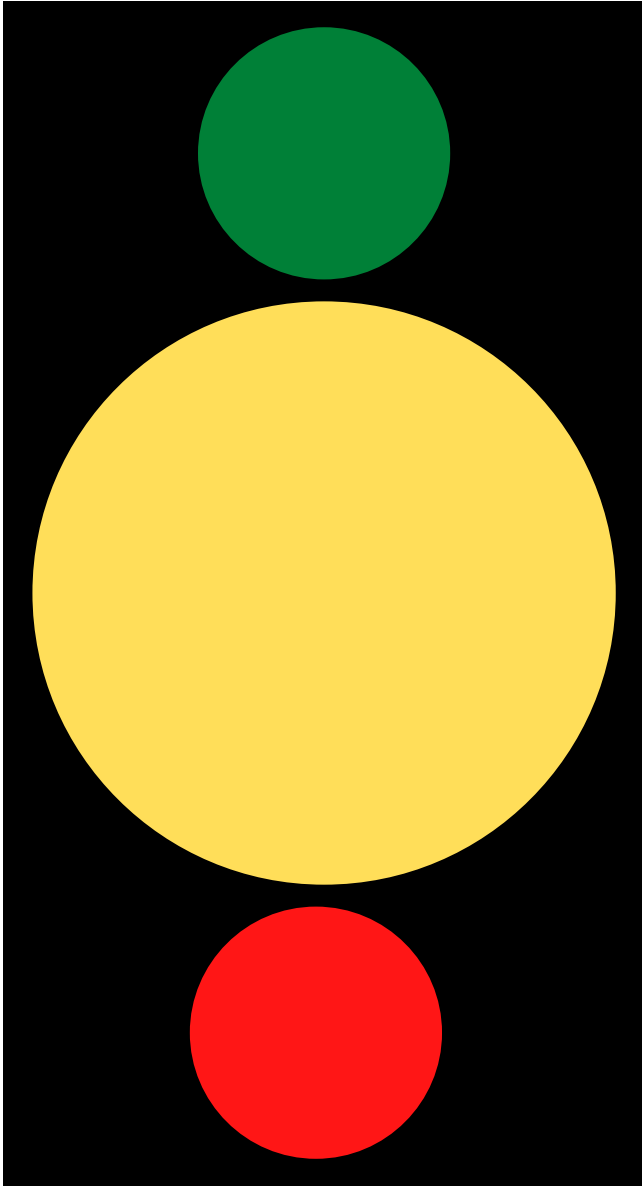
TECHNICIAN MPI STEPS

1. _____

2. _____



YELLOW ITEMS



PASS

OR

FAIL

STANDARDS

WHAT _____ BELIEVES

**5K SERVICES
2 X ANNUAL**

OR

**10K SERVICES
1 X ANNUAL**

PASS / FAIL

YELLOW ITEMS

BRAKES

TIRES

BATTERIES

PASS / FAIL



QUARTER TIME PRINCIPLE

$\frac{1}{4}$ TIME

15 MINUTES

30 MINUTES

45 MINUTES

WHICH IS MORE IMPORTANT?

$\frac{1}{4}$ TIME

OR

PARTS MONEY



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