



203

STEVE SHAW UNIVERSITY



NOTES

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| |

ADVISOR EXCUSES

WHAT REASONS DO YOU HEAR FROM YOUR ASM?

| A = E | _ |
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| | |
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| | |
| | _ |



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

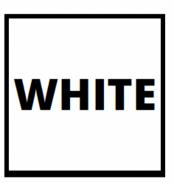
VS

1997 FORD MOTOR





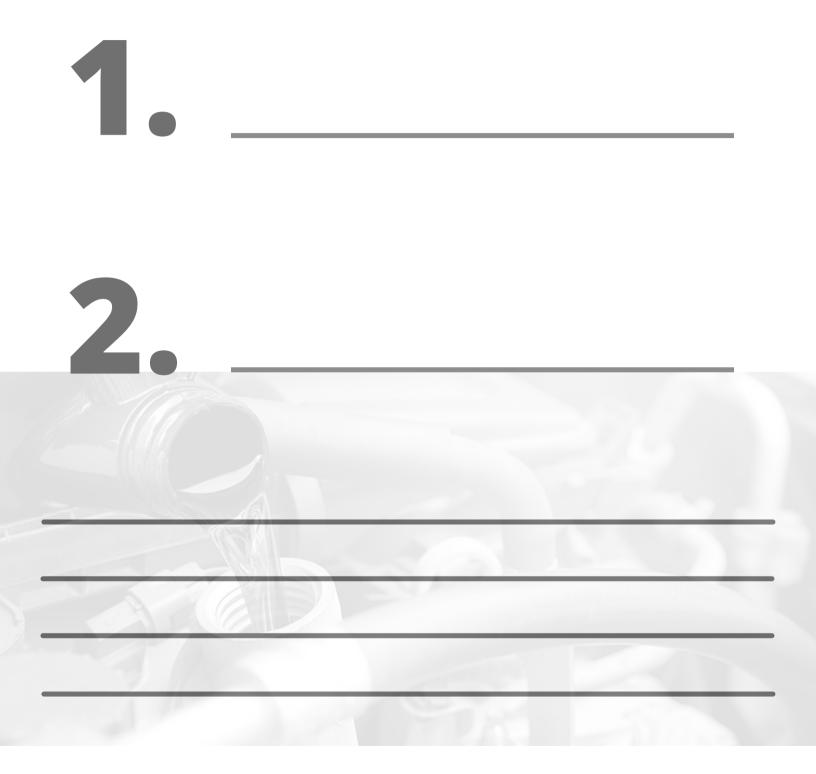
NOW



VS

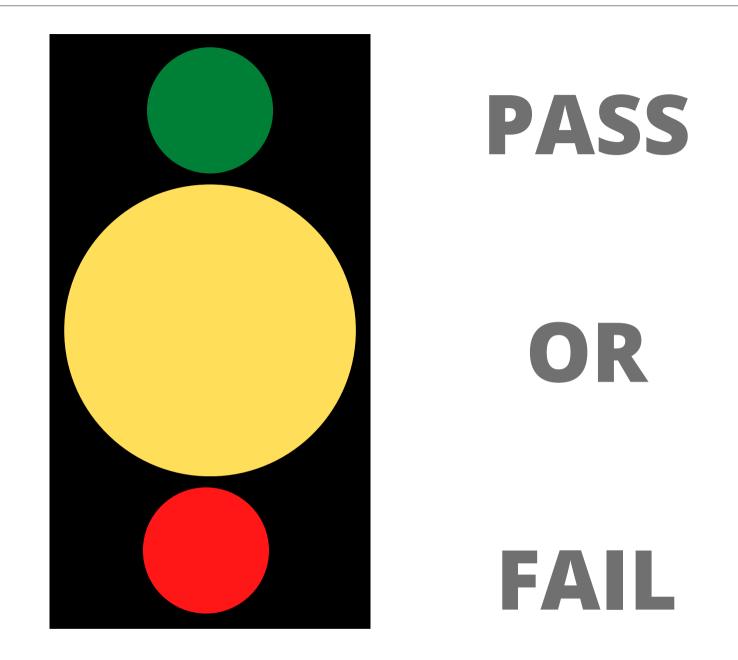


TECHNICIAN MPI STEPS



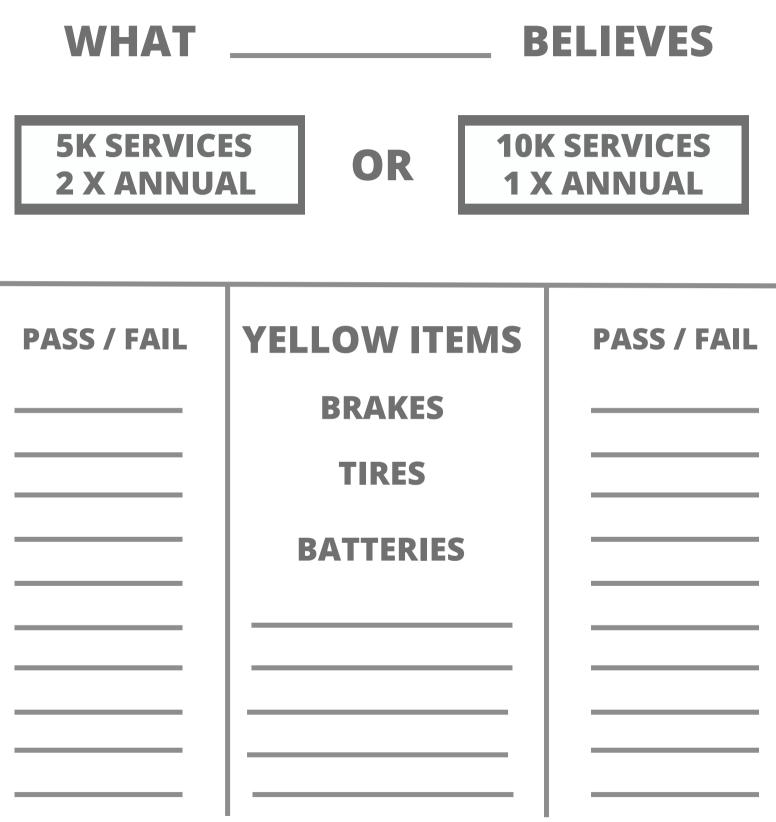


YELLOW ITEMS





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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| DY/ |

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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CONTACT

www.steveshawuniversity.com

(424) 237-4973

Steve@SteveShawTraining.com

