



WHY CUSTOMERS BUY
FEATURES & BENEFITS

STEVE SHAW UNIVERSITY







WHAT ARE THE REASONS

A CUSTOMER WOULD SAY NO TO YOU?

1	9
2	10
3	11
4	12
5	13
6	14
7	15
8	



VALUE

WHAT DOES A CUSTOMER WANT WHEN THEY COME IN FOR SERVICE?

1
2
3
4
5
6
7
8
9
10



VALUE PROPOSITION

A sale is made when the value of something exceeds the cost. So the question becomes - how do we add value throughout the entire customer process to insure that, when we ask for the sale, the value exceeds the cost of what we are trying to sell.

Value		Co	ost for a
transaction to be successf	ful.		



VALUE

Does your dealership offer low cost oil changes? Y or N
Example of a coupon?
Do you offer multi-point inspection?
Does the customer buy everything from the MPI?
What do you call these people who never buy?
Who is responsible for this?
a) the customer b) service advisor
Why?



NEED vs WANT

Need
Example of a need:
Want
Example of a want:
FEATURE vs BENEFIT
Feature
Example of a feature:
Benefit -
Example of a benefit :



FEATURE vs BENEFIT EXERCISE

ARE THE ITEMS BELOW A FEATURE OR BENEFIT? CIRCLE THE CORRECT ANSWER FOR THE ITEMS BELOW.

MPI	feature	benefit
Water Pump	feature	benefit
Belt	feature	benefit
Tires	feature	benefit
Road Hazard Warranty	feature	benefit
Run Flat Tires	feature	benefit
12/12 Warranty	feature	benefit
OEM Parts	feature	benefit
Factory Trained Technicians	feature	benefit
Power Steering Hose	feature	benefit
Back up Camera	feature	benefit
Dealership Oil Change	feature	benefit
Lifetime Protection Plan	feature	benefit
You	feature	benefit



NOTES





ABCs of

EDUCATING

EDUCATE

Educate the customer on what the item that is requiring attention. Advise the customer why is this being replaced or serviced. Then provide the customer benefits for making a purchase.

In any service and repair transaction it is important to identify the items that need to be replaced or serviced.

It is also important to educate the customer on the reasons 'why' the item is being serviced or replaced.

Once the item is described in enough detail so the customer knows the real reason for the service or repair the service advisor can then educated the customer on the benefits of having this repair completed.

The service advisor should also provide a brief description of the repair or service to build enough value so that the only answer can be a yes.

Lets use our abc's!



On the following items develop an ABCD scenario. Share as much detail so that the customer will completely understand that this is the correct decision to perform this repair.

What item requires **ATTENTION**?

Why is this item **BEING** replaced?

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the service or repair



EXAMPLES

ALTERNATOR PARTS



What are the **CUSTOMER BENEFITS** for the action?

Safety, Proper Starting every day in all weather, long life of the battery, prevent costly repairs in the future. Peace of mind.

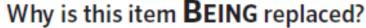
Provide a **DESCRIPTION** of the repair service

To replace this alternator we will need to remove the upper engine cover, remove the belts and power steering pump to access the alternator. This is a complex repair that requires a special tool for re-alignment of the components and a (insert make) technician should really be the only one who installs this important part.

Which approach is more professional?
Why?
What have we not discussed?
What are we building?

What item requires **ATTENTION**?

Front Brake Pads



Front Pads worn below specifications, your pads are at 3mm. New Pads 8mm. Manufacturer suggests replacement at 4mm.

What are the **CUSTOMER BENEFITS** for the action?

Safety, shortened stopping distance, extend the life of the rotors, prevent costly repairs of new rotors, peace of mind.

Provide a **DESCRIPTION** of the repair service

Remove the wheels calipers and connecting hardware to access the rotors, remove the brake rotors, measure them with a micrometer. Once it is established that the rotors are above the manufactures specification, we can resurface the rotors and remove the warped and discoloration of the rotors. Make an accurate cut our (insert make) brake lathe. Once this is completed we will reinstall the components, adjust to (insert make) specifications (not specs where necessary). Provide the correct finish to the rotors, road test 5 miles to ensure the vehicle concern is corrected.

Which approach is more professional?			
Why?			
What have we not discussed?			
What are we building?			



There is green fluid leaking from underneath a 2008 Ford Taurus. The car is overheating and is starting to run rough. The technician has identified the water pump is leaking. Write an ABC scenario for this repair.

CO PRIMERY ST	is leaking. Write an ABC scenario for this repair.
	Write an ABC scenario for this repair.
What item requires ATTENT	ION?
Why is this item BEING repla	aced?
What are the CUSTOMER BE	NEFITS for the action?
Provide a DESCRIPTION of t	he repair service
	Your customer has driven in today for a simple oil change. You discover that the odometer is reading 30,123 miles. The manufacturer recommends performing a 30,000 mile (major service).
	Write an ABC scenario for this repair.
What item requires ATTENT	
Why is this item BEING repla	aced?
What are the CUSTOMER BE	NEFITS for the action?
Provide a DESCRIPTION of t	he repair service





While performing a routine battery test in the service drive, you notice the battery tester indicate the battery is weak.

Write an ABC scenario for this repair.

What item requires ATTENTION?	
Why is this item BEING replaced?	
What are the CUSTOMER BENEFITS for the action?	
What are the COSTOMER BENEFITS for the action?	
Provide a DESCRIPTION of the repair service	



Upon review of the multi-point inspection you discover that the brakes on this 2009 Chevy Malibu are at 3mm. This is in the red zone on the MPI report.

Write an ABC scenario for this repair.

What item requires **ATTENTION**?

Why is this item **BEING** replaced?

What are the CUSTOMER BENEFITS for the action?

Provide a **DESCRIPTION** of the repair service





What item requires ATTENTION? Why is this item BEING replaced?	
What are the CUSTOMER BENEFITS for the actio	n?
Provide a DESCRIPTION of the repair service	



What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the repair service



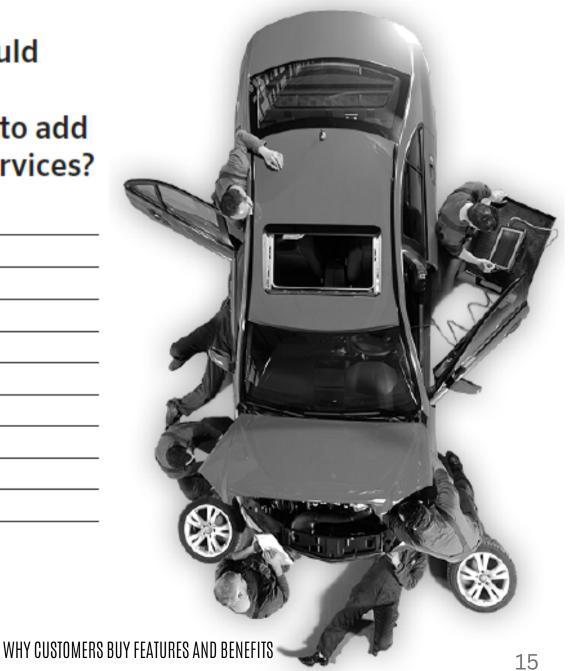
TRANSMISSION FLUID EXCHANGE

What item requires ATTENTION?
Why is this item BEING replaced?
What are the CUSTOMER BENEFITS for the action?
Provide a DESCRIPTION of the repair service
COOLANT FLUID EXCHANGE
What item requires ATTENTION?
Why is this item BEING replaced?
What are the CUSTOMER BENEFITS for the action?
Provide a DESCRIPTION of the repair service
DIAGNOSTIC CHARGE
What item requires ATTENTION?
Why is this item BEING replaced?
What are the CUSTOMER BENEFITS for the action?
Provide a DESCRIPTION of the repair service

Is it important to distinguish between these three items of the sale?					
	/ES	NO			
What have we not discussed?					
Why?					

What else should we add to our presentations to add value in our services?

1	
2	
3	
4	
5	





ADDING THE COST

At what point in the presentation do we advise of the cost of the Item requiring attention?





ASK:

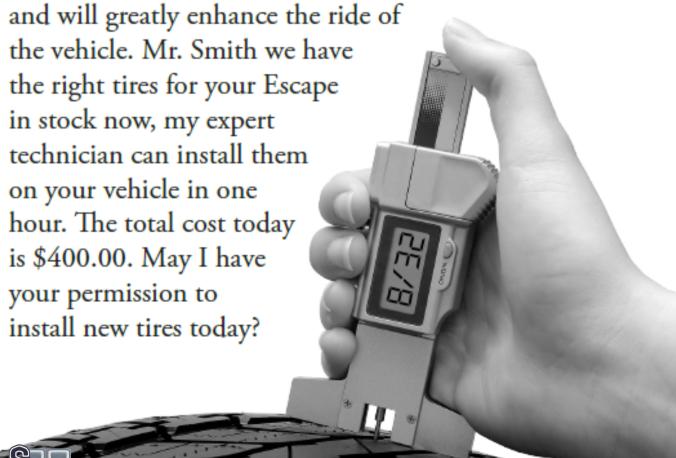
- 1. May I perform this vital service for you now?
- 2. Would you like my **expert** technician to complete this **important** repair today?

Asking for permission is only one way to close the sale. What other ways can we ask for the sale?

1	
5	
6	
7	
<i>'</i> · -	

LEAD Exercises

Mr. Smith, we have looked at your tires on your red Ford Escape. The tire depth gage shows 3/32nds of tread depth left. New tires show 8/32nds. The wear bar indicators appear at 4/32nds. It is important for you to have these worn tires replaced today. At our dealership, we offer all our customers a lifetime free tire rotation and a road hazard guarantee. This means that at no additional cost to you as long as you come to our dealership we will maintain your tires to their maximum life. Included in our purchase price is the mounting, new tire valve stems and a road force balance. The road force balance will ensure your tires are balanced to the road



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Let's develop your personal road to the sales. Create your own sales approach for the following examples...

own sales approach for the following examples
TIRES
A
B
C
D
\$
Close
BATTERY
A
В
C
D
\$
Close
ALIGNMENT
A
B
C
D
\$
Close

FRONT BRAKES

A	_ (N
B	
C	
D	
\$	
Close	
OIL CHANGE - TIRE ROTAT	ION
A	
В	
C	
D	
\$	
Close	
Is this a professional approach to making a sale?	
YES NO	
Will this help you to close more sales with your customer?	
YES NO	
Why	



The ABC's of educating a customer is a simple way to remember how to plan for a sale. What other items should be prepared before you make your sales presentation.



Parts Prices	
Labor Sale	
Labor Time	
Options_	





Presentation WORKSHEET

What item requires ATTENTION?			
What are the CUSTOMER BENEFITS for the action?			
Provide a DESCRIPTION o	f the repair service		
Parts Prices			
Labor Sale			
Labor Time			
Tax			
Shop Fees			
Total Cost			
Options			
Ask for the sale!			

ABCD sample POWER TRACK

The item that requires attention today is
The reason it needs to be replaced is
The benefits to you are
1
2
3.
The way we do this at our dealership is
The total cost is \$

May I have your permission to perform this service NOW?



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