



231

DEFECTION POINTS

STEVE SHAW UNIVERSITY

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CREATE THE NEED

SELLING

VS



BUYING

WHICH IS BETTER **BUYING OR SELLING**



BUYING MOTIVES

FEAR OF LOSS

_____ %

AVERAGE CLOSING
RATIO _____ %

HOPE FOR GAIN

_____ %

_____ + _____ = SALE



HOW TO...

2 PHRASES THAT CREATE THE NEED

1.

2.



3 STEPS TO BUY

1.

2.

3.



CLOSING APPROACH

SIMPLE

YES / NO

ASSUME THE SALE

OPTIONS - EITHER OR



2

DEFINITION

DEFECTION POINTS



POINTS

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

CHEAPEST OR COMPETITIVE



SHOPPING

	US	COMPETITOR 1	COMPETITOR 2
1. LOF			
2. TIRE ROTATION			
3. BRAKES			
4. BATTERY			
5. ALIGNMENT			
6. CABIN FILTER			
7. AIR FILTER			
8. WIPER BLADES			
9. TIRE INSTALLATION			
10.			



1. REQUIRES ATTENTION

2. FAILS INSPECTION

3. PRICE

CLOSE



BRAKES

The item that requires attention today is

The reason it needs to be replaced is

The total cost is _____

May I have your permission to perform this _____ service NOW?



ALIGNMENT

The item that requires attention today is

The reason it needs to be replaced is

The total cost is _____

May I have your permission to perform this _____ service NOW?



BATTERY

The item that requires attention today is

The reason it needs to be replaced is

The total cost is _____

May I have your permission to perform this _____ service NOW?



WIPERS

The item that requires attention today is

The reason it needs to be replaced is

The total cost is _____

May I have your permission to perform this _____ service NOW?



AIR FILTER

The item that requires attention today is

The reason it needs to be replaced is

The total cost is _____

May I have your permission to perform this _____ service NOW?



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