



245

**SERVICE CONTRACTS
ON THE DRIVE**

STEVE SHAW UNIVERSITY

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OBJECTIONS



THE STATS

CUSTOMERS PER DAY _____

■ 50% HAVE SERVICE CONTRACT = _____

OPPORTUNITY = _____

■ 50% DO NOT QUALIFY _____

= CUSTOMERS WHO QUALIFY = _____

X AVERAGE CLOSING RATIO _____

= SOLD CONTRACTS = _____

X X \$1000 GROSS PER CONTRACT = _____
(DAILY)

X DAYS PER MONTH = _____

= MONTHLY GROSS PROFIT = _____

ANNUAL PROFIT = \$ _____



TIME

_____ **YOUR AVG MONTH \$**

_____ **CONTRACT GROSS**

IS IT WORTH THE EFFORT AND TIME?

YES OR NO



ON THE DRIVE

1. MIN REQUIREMENT

A _____

B _____

2. ADDITIONAL SERVICES

3. FRIES

4. SERVICE CONTRACT



BIGGEST OBJECTION

1. SERVICE ADVISOR TIME

2. CUSTOMERS DON'T WANT IT

3. WHO DO WE PRESENT TO?

4. PROCESS

5. ACCOUNTABILITY



PROCESS OUTLINE

1. CREATE OP CODE

_____ **QUALIFY**

_____ **DOES NOT QUALIFY**

_____ **SOLD**

2. ALL RO'S (THINK MPI)

3. MEASURE

4. FOLLOW UP



OPTIONS

1. _____

2. _____

3. _____



COMMITMENT

1. _____

2. _____

3. _____

10% - 20% PENETRATION



GREAT JOB!



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