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HOSPITALITY TRAINING
CREATING RAVING FANS

STEVE SHAW UNIVERSITY

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WHAT IS IT?

CSI



FAVORITE PLACE

WRITE DOWN THE NAME OF YOUR FAVORITE RETAIL ESTABLISHMENT. THIS CAN BE A RETAIL STORE, RESTAURANT, BAR, HOTEL... IMAGINE THE FAVORITE SPOT... OR PLACE YOU ENJOY OR ADMIRE.

1.

2.

3.

4.

5.



YOUR DEALERSHIP

**CAN YOUR DEALERSHIP - COLLISION CENTER -
REPAIR SHOP BECOME A CUSTOMER'S FAVORITE
PLACE TO SHOP?**

YES

NO

WHY OR WHY NOT



HOW DO WE BECOME

HOW DO WE BECOME A FAVORITE PLACE FOR A GUEST TO SHOP?



INSANITY

**IS THE RETAIL AUTOMOTIVE INDUSTRY
DIFFERENT TODAY THAT WHEN YOU STARTED
IN THE BUSINESS?**

YES

NO

HOW HAS IT CHANGED?



OLD VS NEW DEALERSHIP

TRADITIONAL

NEW WAY



OLD VS NEW SERVICE ADVISOR

TRADITIONAL

NEW WAY



BUILDING RAPPORT

**PEOPLE WANT TO WORK WITH PEOPLE THEY LIKE
AND TRUST. ARE YOU MORE LIKE ME THAN NOT ME?**

SMILE! SMILE! SMILE!

ENJOY WHAT YOU ARE DOING?

BE NICE AND WELCOMING (OR WELCOME BACK)

ALWAYS USE PLEASE AND THANK YOU - IT IS MY PLEASURE

MEETING AND GREETING

**WELCOME (WELCOME BACK) TO _____
MY NAME IS STEVE.**

AND YOUR NAME IS? _____

IT IS MY PLEASURE TO MEET YOU (CUSTOMER NAME)

HOW ARE YOU ENJOYING YOUR DAY?

- **HOW MUCH DO YOU LOVE YOUR HONDA?**
- **HAS ANYONE EVER TOLD YOU ABOUT?**
- **WHAT BRINGS YOU HERE TODAY?**
- **I HAVE SOME OPTIONS FOR YOU.**

WRITE OUT YOUR MEETING AND GREETING



DO

BECAUSE - MOM SAID (INCREASE 30%) HAHA

NOW - SENSE OF URGENCY _____

IMAGINE (YOURSELF NOW) _____

MOST PEOPLE CHOOSE _____

MOST POPULAR

EVERYBODY SAYS _____

EVERYBODY KNOWS _____ IS THE BEST PLACE FOR _____ IN TOWN.

ENCOURAGE _____

MOST PEOPLE CHOOSE _____

JUST OUT OF CURIOSITY _____

WELL YOU KNOW HOW IT IS... _____

WELL YOU KNOW HOW IT WORKS... _____

WELL YOU KNOW HOW WHEN (WHATEVER YOU SAY IS GOSPEL)



DO

YOU ARE RIGHT!

YOU ARE THE BEST THING THAT EVER HAPPENED TO ME (TO THIS OFFICE)

**YOU HAVE NO IDEA HOW NICE IT IS TO WORK WITH PEOPLE LIKE YOU...
WHO ARE SMART
WHO REALLY CARE**

YOU DESERVE THIS _____

YOU HAVE EARNED IT _____

**YOU HAVE A RIGHT TO
A PROPERLY WORKING VEHICLE
A NEW VEHICLE
A LIFETIME PROTECTION PLAN
WOULD IT BE OK IF (97% POSITIVE)
HOW TO SAVE MONEY ON YOUR AUTO SERVICE TODAY**

WOULD YOU LIKE TO DO THIS? _____

I AM JUST CURIOUS _____

HAVE YOU HAD AN ALIGNMENT IN THE LAST 12 MONTHS _____

ARE YOU AWARE OF OUR _____



DON'T

CAN I HELP YOU? _____

I RECOMMEND THIS ONE _____

YOU SHOULD TRY THIS _____

IS THIS YOUR FIRST TIME HERE? _____

DO YOU HAVE AN APPOINTMENT? _____



YOUR WORDS

OLD

NEW

REPLACE WITH

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



DEALERSHIP

EXERCISE: WHAT CAN YOUR DEALERSHIP DO IMMEDIATELY TO IMPLEMENT THE CHOICE DEALERSHIP CHARACTERISTICS



YOU

EXERCISE: WHAT CAN YOU DO IMMEDIATELY TO IMPLEMENT THE CHOICE CHARACTERISTICS



SURVEY

ASKING FOR CSI - SURVEY

ARE THERE THINGS YOU CAN SAY OR NOT SAY?

CAN SAY

AVOID SAYING

**WHAT IS THE BEST WAY TO ASK FOR A
MANUFACTURER SURVEY?**



THANK YOU

WHAT IS THE BEST WAY TO ASK FOR A SOCIAL MEDIA REVIEW?

ASKING FOR SOCIAL MEDIA REVIEW

FB - YELP - GOOGLE - DEALER RATER



YES

CAN YOU AND YOUR ORGANIZATION BECOME THE BEST PLACE FOR AUTO REPAIR, COLLISION REPAIR, AND NEW VEHICLE SALES?

YES

WILL YOU MAKE MORE MONEY?

YES

WILL YOUR CUSTOMER RAVE ABOUT YOUR SERVICE AND BECOME BRAND AMBASSADORS?

YES



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