

HOSPITALITY TRAINING
CREATING RAVING FANS

STEVE SHAW UNIVERSITY







# HOSPITALITY

#### 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?

MO

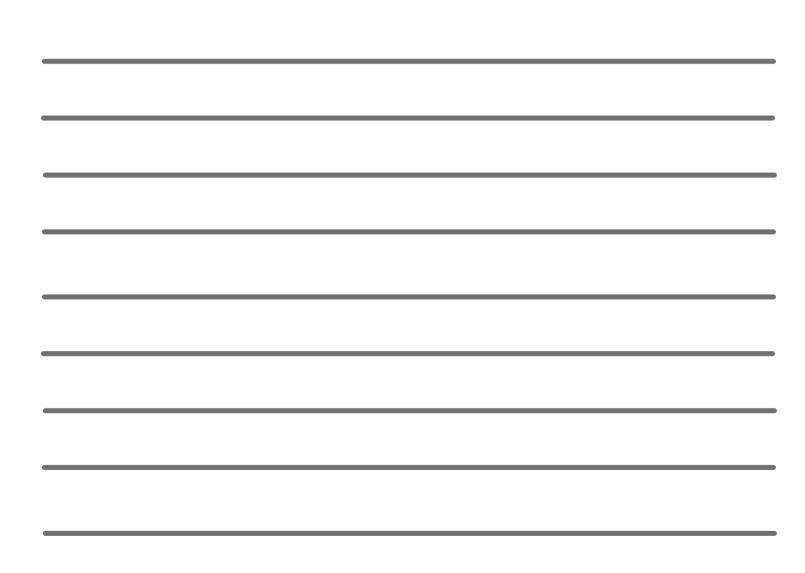
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WHY OR W	VHY NOT		



# HOW DO WE BECOME

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



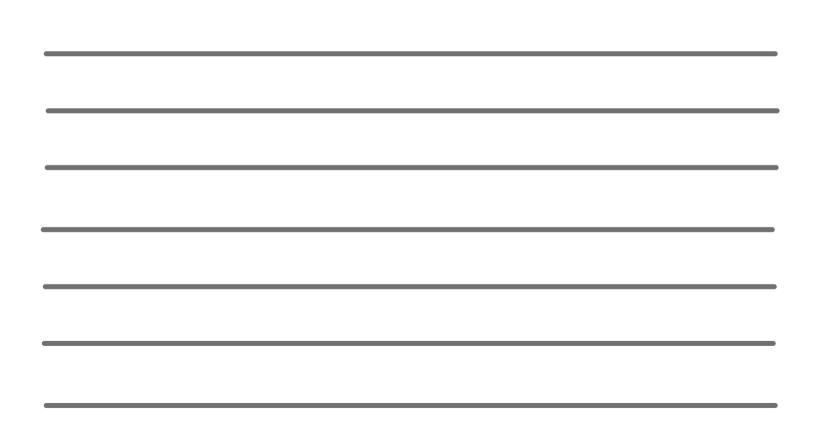


# INSANITY

# 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

**WELCOME (WELCOME BACK) TO** 

#### **MEETING AND GREETING**

MY NAME IS STEVE.
AND YOUR NAME IS?
IT IS MY PLEASURE TO MEET YOU (CUSTOMER NAME)
<ul> <li>HOW ARE YOU ENJOYING YOUR DAY?</li> <li>HOW MUCH DO YOU LOVE YOUR HONDA?</li> <li>HAS ANYONE EVER TOLD YOU ABOUT?</li> <li>WHAT BRINGS YOU HERE TODAY?</li> <li>I HAVE SOME OPTIONS FOR YOU.</li> </ul>
/RITE OUT YOUR MEETING AND GREETING



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 FORIN 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)



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 CURIOUSHAVE YOU HAD AN ALIGNMENT IN THE LAST 12 MONTHSARE 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

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# **SURVEY**

#### **ASKING FOR CSI - SURVEY**

#### **ARE THERE THINGS YOU CAN SAY OR NOT SAY?**

CAN SAY		AVOID SAYING
WHAT IS THE REST WA	v to	VSK EUB V
MANUFACTURER SURV		ASKIOKA
WHAT IS THE BEST WAS MANUFACTURER SURV		ASK FOR A

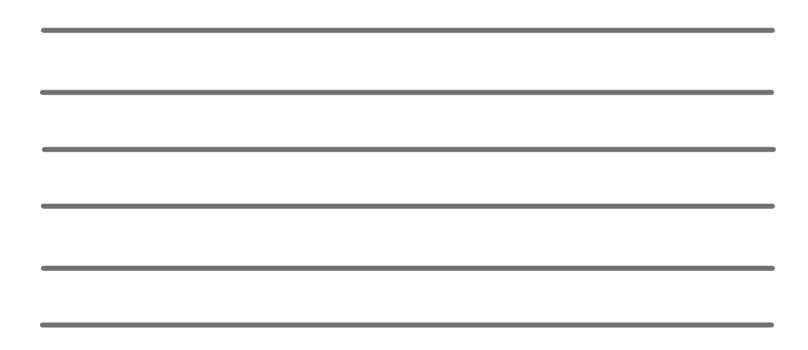


# THANK YOU

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

**ASKING FOR SOCIAL MEDIA REVIEW** 

**FB - YELP - GOOGLE - DEALER RATER** 





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



# CONTACT

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