



380

**ADVANCED MPI COST
& CONSEQUENCES**

STEVE SHAW UNIVERSITY

esqu



MPI OBJECTIONS

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



SALE

SELLING

VS



BUYING

WHICH IS BETTER **BUYING OR SELLING**



BUYING MOTIVES

FEAR OF LOSS

_____ %

AVERAGE CLOSING
RATIO _____ %

HOPE FOR GAIN

_____ %

_____ + _____ = SALE



MULTI POINT INSPECTION

1. _____

GREEN _____

RED _____

2. _____

3. _____





**NO
THANK
YOU**



OBJECTIONS

TIME

MONEY



OBJECTIONS

**IF A CUSTOMER STILL DOES NOT PURCHASE WHAT
COULD BE THE REASON?**

NO

I DON'T HAVE TIME (MEANS I'LL COME BACK)

NO

**I DON'T HAVE THE MONEY TODAY (I'LL DO IT AT A
LATER DATE)**

NO



SALES FORMULA

WHAT CAN HAPPEN IS A CUSTOMER CHOOSES TO WAIT ON A FAILED ITEM?



CONSEQUENCE / COST

COST

ARE THERE CONSEQUENCES TO A CUSTOMER FOR NOT BUYING?

YES

WHAT ONE QUESTION CAN YOU ASK A CUSTOMER TO ENSURE THEY UNDERSTAND THE NEED TO BUY TODAY?

1.



SOLUTION

ARE YOU AWARE OF THE

FOR NOT BUYING THE SERVICE TODAY?

THE TOTAL COST TODAY IS

\$

**IF YOU DECIDE TO WAIT THE REPAIR COULD
QUICKLY BECOME**

\$



PRACTICE

ARE YOU AWARE OF

THE TOTAL TODAY \$

THE TOTAL QUICKLY COULD BECOME

\$



#1 OBJECTION

ARE YOU AWARE OF

THE TOTAL TODAY \$

THE TOTAL QUICKLY COULD BECOME \$



IS THIS A SALES TECHNIQUE?

OR

**SERVICE ADVISOR
EDUCATING THE CUSTOMER
FACTS**



**IS PRESENTING
COST
OR
CONSEQUENCES**

PART OF THE SERVICE ADVISOR JOB?

Y

N



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