



401, 402, 403

THE ART OF
THE WALK AROUND

STEVE SHAW UNIVERSITY

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INTRODUCTION

DO YOU DO A WALK AROUND?

YES | NO

WHY / WHY NOT



WHAT SETS YOU APART

HUMAN VS KIOSK

WHAT SETS YOU APART FROM OTHERS?



KEY ELEMENTS

KEY ELEMENTS OF A WALK AROUND

1.

2.

3.



DEMONSTRATE





WELCOME PACK

WHAT IS IT?

WHAT'S IN IT?



2

MEET AND GREET

WELCOME TO _____

MY NAME IS _____ AND YOU ARE?

WHAT BRINGS YOU HERE TODAY?

**MAY I DOCUMENT MILEAGE, VIN? PLACE
TAG ON MIRROR WITH KEYS**



MINIMUM REQUIREMENT

**GREAT - I HAVE SOME OPTIONS FOR YOU.
THIS IS THE MINIMUM REQUIREMENT TO
MAINTAIN YOUR VEHICLE, WOULD YOU LIKE
TO TAKE CARE OF THIS IMPORTANT SERVICE
TODAY?**



ADDITIONAL SERVICE

OFFER DEALERSHIP ADDITIONAL SERVICE

THESE ARE ADDITIONAL SERVICES WE OFFER
HERE AT _____

WOULD YOU LIKE TO DO ANY OF THESE?

YES

NO

DO I HAVE TOO



THIS AND THAT

MOST CUSTOMERS CHOOSE

THIS AND THAT

(PRESENT 2 ITEMS SUCH AS A BRAKE FLUID EXCHANGE AND A FUEL INDUCTION SERVICE)

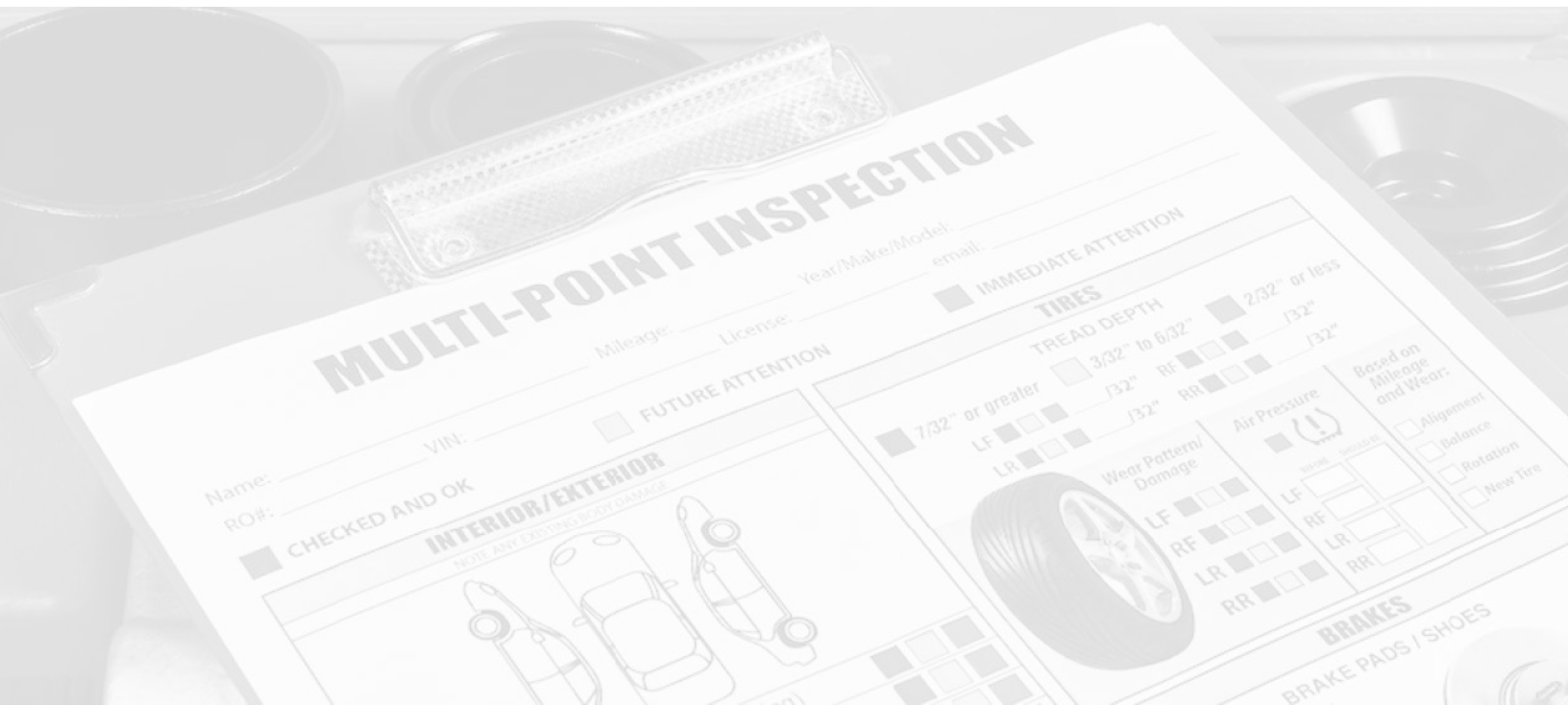
ITEM 1

ITEM 2



MULTI POINT INSPECTION

**INTRODUCE MULTI-POINT INSPECTION -
I WANT YOU TO KNOW EVERYTHING ABOUT
YOUR VEHICLE BEFORE YOU LEAVE TODAY!**





WALK AROUND

WALK AROUND VEHICLE

I WANT YOUR VEHICLE TO LEAVE HERE IN AS GOOD OR BETTER CONDITION THAN IT IS NOW.



CHECK TIRE CONDITION - PRESENT DEALERSHIP AS TIRE KING

CHECK REAR WIPER IF AVAILABLE

BUILD RAPPORT (NOTHING BUT LOVE BETWEEN WIPERS)

CHECK FRONT WIPER - HOW ARE YOUR WIPERS CLEARING FOR YOU?



RESTATE

RESTATE CUSTOMER ITEMS





FRIES

**ASK EACH AND EVERY CUSTOMER IF THEY
WOULD LIKE AN ALIGNMENT**

WOULD YOU LIKE AN ALIGNMENT TODAY



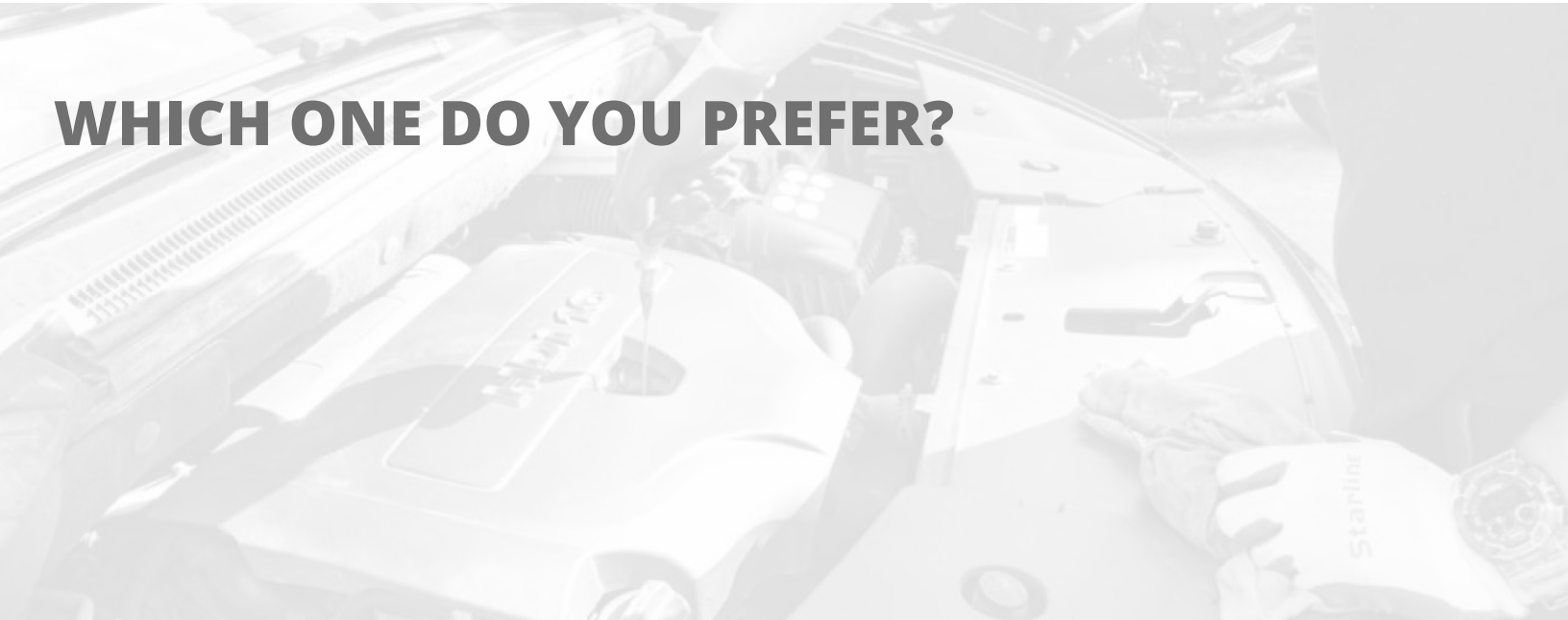


SUPER SIZE

WHAT LEVEL OF PROTECTION WOULD YOU LIKE?

WE OFFER SEMI-SYNTHETIC AND FULL SYNTHETIC, AND AN ENGINE ENHANCER

WHICH ONE DO YOU PREFER?





RECEPTION CHECKLIST

- Friendly Meeting and Greeting - Welcome to _____ , My Name is XX and you are?
- What Brings you here today? (Oil Change)
- May I Document Mileage, VIN and Place Tag On Mirror, With Keys
- Great - I have some options for you. This is the minimum requirement to maintain your vehicle, Would you like to take care of this important service today.
- Offer Dealership Additional Service - These are the additional services we offer here at _____ , would you like to do any of these? Yes! - No! - Do I have too?
- Most Customers Choose THIS AND THAT (present 2 items such as a brake fluid exchange and a fuel induction service)
 - Item 1
 - Item 2
- Introduce Multi-Point Inspection - I want you to know everything about your vehicle before you leave today!
- Walk Around Vehicle - I want your vehicle to leave here in as good or better condition that it is now!
 - Check Tire Condition - Present Dealership as Tire King?
 - Check Rear Wiper (If Available)
 - Build Rapport (Nothing but love between the wipers)
 - Check Front Wiper - How are your wipers clearing for you?
- Restate Customer Items
- Ask each and every customer if they would like an alignment? - Would you like an alignment today?
- What level of protection would you like? We offer, semi synthetic and full synthetic and an engine oil enhancer - Which one do you prefer?*



3



REUNITE CUSTOMER WITH VEHICLE

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



CSI STATEMENT



KEY COMPONENTS TO CSI STATEMENT

1. _____
2. _____
3. _____
4. _____
5. _____

WHEN DO YOU ASK?



FINAL WALK AROUND



SOCIAL MEDIA REVIEW

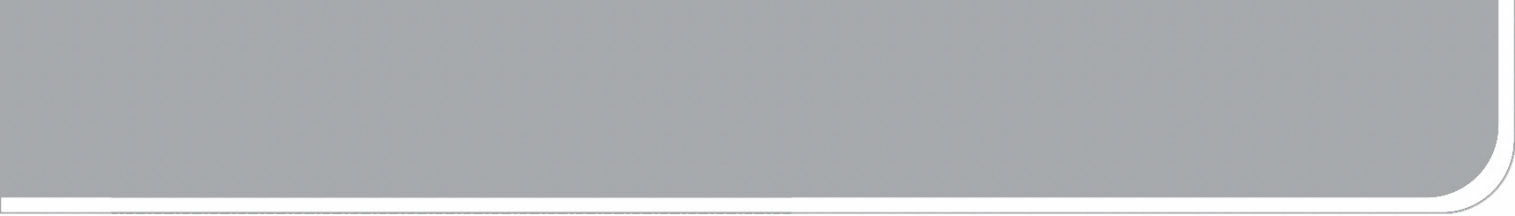
DO YOUR CUSTOMERS SAY THANK YOU?

YES | NO

THANK YOU

MAKE IT PERSONAL





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