

**CREATING AMAZING PRESENTATIONS**



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# SALES LEADER

The sales leader program is a step-by-step approach to selling needs to service customers. Utilizing Sales LEADER, the service advisor will apply the VAK techniques to understand and communicate appropriately with the customer. The customer will be educated on the items requiring attention.

The service advisor will ask for the sale. Finally the ASM will document the results on the RO.

## L-E-A-D

### LISTEN

Listen to the customers needs. Determine if the reasons for the visit. (what is the prime item)

### EDUCATE

Present what is the item requiring attention, why is this item being replaced or serviced and what are the customer benefits for the action. Educate the customer on the real reasons to have the service or repair performed. Utilize the ABC's of educating.



### ASK

Ask for the sale.



### DOCUMENT

Document the results on the Repair Order.

# ABCs of **EDUCATING**

## **EDUCATE**

Educate the customer on what the item that is requiring attention. Advise the customer why is this being replaced or serviced. Then provide the customer benefits for making a purchase.

In any service and repair transaction it is important to identify the items that need to be replaced or serviced.

It is also important to educate the customer on the reasons 'why' the item is being serviced or replaced.

Once the item is described in enough detail so the customer knows the real reason for the service or repair the service advisor can then educate the customer on the benefits of having this repair completed.

The service advisor should also provide a brief description of the repair or service to build enough value so that the only answer can be a yes.

Lets use our abc's!

On the following items develop an ABCD scenario. Share as much detail so that the customer will completely understand that this is the correct decision to perform this repair.

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What item requires **ATTENTION**?

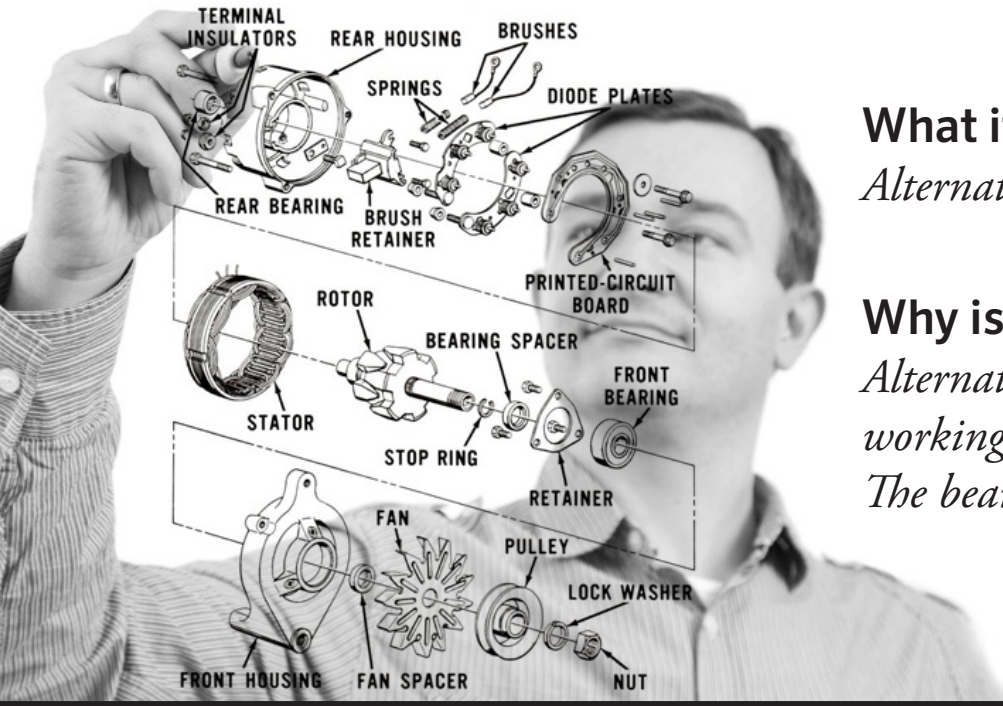
Why is this item **BEING** replaced?

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the service or repair

# EXAMPLES

## ALTERNATOR PARTS



What item requires **ATTENTION**?  
*Alternator*

Why is this item **BEING** replaced?  
*Alternator charging to 9 volts. A properly working alternator charges at 14.6 volts. The bearing is also seized causing a noise.*

What are the **CUSTOMER BENEFITS** for the action?

*Safety, Proper Starting every day in all weather, long life of the battery, prevent costly repairs in the future. Peace of mind.*

Provide a **DESCRIPTION** of the repair service

*To replace this alternator we will need to remove the upper engine cover, remove the belts and power steering pump to access the alternator. This is a complex repair that requires a special tool for re-alignment of the components and a (insert make) technician should really be the only one who installs this important part.*

Which approach is more professional? \_\_\_\_\_

Why? \_\_\_\_\_

What have we not discussed? \_\_\_\_\_

What are we building? \_\_\_\_\_

## What item requires **ATTENTION**?

*Front Brake Pads*



## Why is this item **BEING** replaced?

*Front Pads worn below specifications, your pads are at 3mm. New Pads 8mm. Manufacturer suggests replacement at 4mm.*

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## What are the **CUSTOMER BENEFITS** for the action?

*Safety, shortened stopping distance, extend the life of the rotors, prevent costly repairs of new rotors, peace of mind.*

## Provide a **DESCRIPTION** of the repair service

*Remove the wheels calipers and connecting hardware to access the rotors, remove the brake rotors, measure them with a micrometer. Once it is established that the rotors are above the manufactures specification, we can resurface the rotors and remove the warped and discoloration of the rotors. Make an accurate cut our (insert make) brake lathe. Once this is completed we will reinstall the components, adjust to (insert make) specifications (not specs where necessary). Provide the correct finish to the rotors, road test 5 miles to ensure the vehicle concern is corrected.*

Which approach is more professional? \_\_\_\_\_

Why? \_\_\_\_\_

What have we not discussed? \_\_\_\_\_

What are we building? \_\_\_\_\_



*There is green fluid leaking from underneath a 2008 Ford Taurus. The car is overheating and is starting to run rough. The technician has identified the water pump is leaking. Write an ABC scenario for this repair.*

Write an **ABC** scenario for this repair.

What item requires **ATTENTION**? \_\_\_\_\_

Why is this item **BEING** replaced? \_\_\_\_\_

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the repair service



*Your customer has driven in today for a simple oil change. You discover that the odometer is reading 30,123 miles. The manufacturer recommends performing a 30,000 mile (major service).*

Write an **ABC** scenario for this repair.

What item requires **ATTENTION**? \_\_\_\_\_

Why is this item **BEING** replaced? \_\_\_\_\_

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the repair service



*While performing a routine battery test in the service drive, you notice the battery tester indicate the battery is weak.*

Write an **ABC** scenario for this repair.

What item requires **ATTENTION**? \_\_\_\_\_

Why is this item **BEING** replaced? \_\_\_\_\_

What are the **CUSTOMER BENEFITS** for the action? \_\_\_\_\_

Provide a **DESCRIPTION** of the repair service \_\_\_\_\_

**BRAKE INSPECTION**  
**MEASURE FRONT/REAR BRAKE LININGS**

Over 5mm or 7/32" (Disc) or Over 2mm or 3/32" (Drum)  
 3 to 5mm or 4/32" to 7/32" (Disc) or 1.01 to 2mm (Drum) or 2/32" to 3/32"  
 Less than 3mm to 4/32" (Disc) or 1mm or 2/32" or less (Drum)

*Upon review of the multi-point inspection you discover that the brakes on this 2009 Chevy Malibu are at 3mm. This is in the red zone on the MPI report.*

Write an **ABC** scenario for this repair.

What item requires **ATTENTION**? \_\_\_\_\_

Why is this item **BEING** replaced? \_\_\_\_\_

What are the **CUSTOMER BENEFITS** for the action? \_\_\_\_\_

Provide a **DESCRIPTION** of the repair service \_\_\_\_\_



# TIRES

What item requires **ATTENTION**? \_\_\_\_\_

Why is this item **BEING** replaced? \_\_\_\_\_

What are the **CUSTOMER BENEFITS** for the action?  
\_\_\_\_\_

Provide a **DESCRIPTION** of the repair service  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# ALIGNMENT

What item requires **ATTENTION**? \_\_\_\_\_

Why is this item **BEING** replaced? \_\_\_\_\_

What are the **CUSTOMER BENEFITS** for the action?  
\_\_\_\_\_

Provide a **DESCRIPTION** of the repair service  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## TRANSMISSION FLUID EXCHANGE

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What item requires **ATTENTION**? \_\_\_\_\_

Why is this item **BEING** replaced? \_\_\_\_\_

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the repair service

## COOLANT FLUID EXCHANGE

What item requires **ATTENTION**? \_\_\_\_\_

Why is this item **BEING** replaced? \_\_\_\_\_

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the repair service

## DIAGNOSTIC CHARGE

What item requires **ATTENTION**? \_\_\_\_\_

Why is this item **BEING** replaced? \_\_\_\_\_

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the repair service

Is it important to distinguish between these three items of the sale?

YES  NO

Why? \_\_\_\_\_  
\_\_\_\_\_

What have we not discussed? \_\_\_\_\_  
\_\_\_\_\_

Why? \_\_\_\_\_  
\_\_\_\_\_

**What else should we add to our presentations to add value in our services?**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_



# ADDING THE COST

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At what point in the presentation do we advise of the cost of the Item requiring attention?

- 1. Beginning*
- 2. Middle*
- 3. Just before we ask for sale*
- 4. End*



# Let's develop ways to ask for the sale:



## ASK:

1. *May I perform this **vital** service for you now?*
2. *Would you like my **expert** technician to complete this **important** repair today?*

Asking for permission is only one way to close the sale. What other ways can we ask for the sale?

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

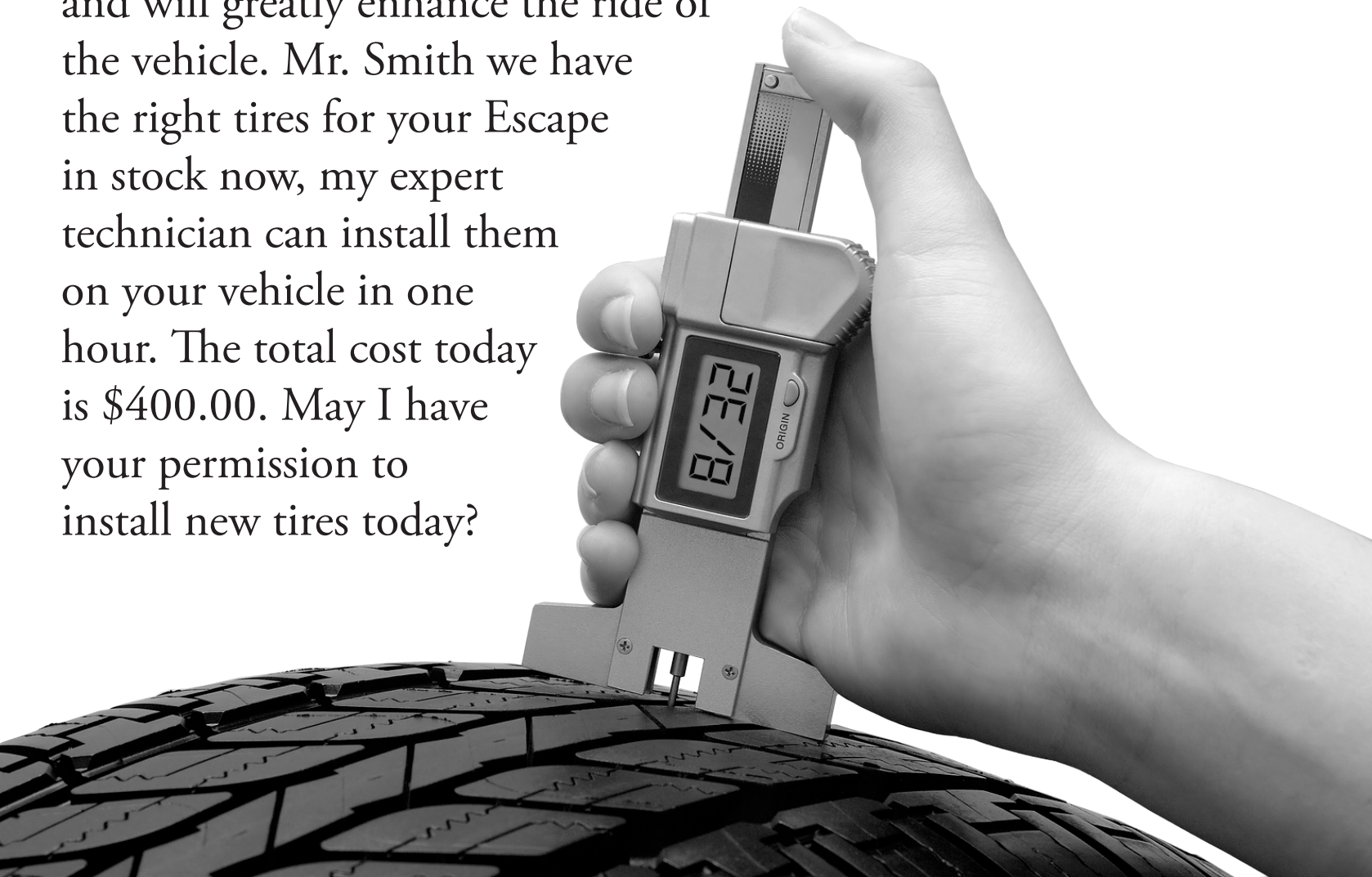
8. \_\_\_\_\_

9. \_\_\_\_\_

# LEAD Exercises

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Mr. Smith, we have looked at your tires on your red Ford Escape. The tire depth gage shows  $3/32$ nds of tread depth left. New tires show  $8/32$ nds. The wear bar indicators appear at  $4/32$ nds. It is important for you to have these worn tires replaced today. At our dealership, we offer all our customers a lifetime free tire rotation and a road hazard guarantee. This means that at no additional cost to you as long as you come to our dealership we will maintain your tires to their maximum life. Included in our purchase price is the mounting, new tire valve stems and a road force balance. The road force balance will ensure your tires are balanced to the road and will greatly enhance the ride of the vehicle. Mr. Smith we have the right tires for your Escape in stock now, my expert technician can install them on your vehicle in one hour. The total cost today is \$400.00. May I have your permission to install new tires today?



## TIRES

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_

## BATTERY

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_



## ALIGNMENT

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_

# FRONT BRAKES



A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_

# OIL CHANGE - TIRE ROTATION

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_

Is this a professional approach to making a sale?

YES  NO

Will this help you to close more sales with your customer?

YES  NO

Why \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# REMEMBER TO USE THE **LEAD TECHNIQUES**

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More LEAD Exercises – *Sharpen your pencil!*



# SHOCKS

A \_\_\_\_\_

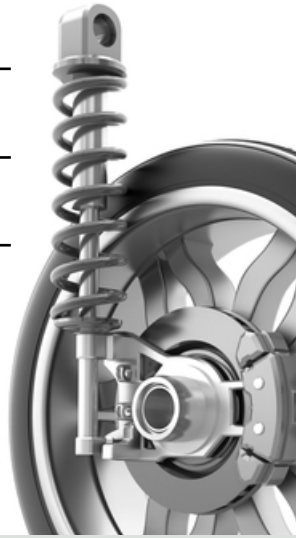
B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_



# WATER PUMP

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_

# CV BOOT/ JOINT

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_

**SENSOR**

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_

**OIL LEAK**

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_



**BALL JOINT**

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_

# BRAKE FLUID EXCHANGE

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_

# TRANSMISSION FLUID EXCHANGE

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_

# DIFFERENTIAL SERVICE

A \_\_\_\_\_

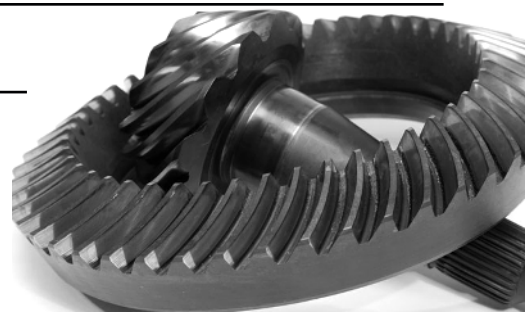
B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_



# Tire A vs Tire B

*(use either or close)*

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_



# Battery A vs Battery B

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_



**Your customer asks,**  
*“How much is an oil change?”*  
**How will you respond?**



A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_

**Customer drove in for an oil change and its time for a major service. Use the ABC technique to sell the service.**



A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

\$ \_\_\_\_\_

Close \_\_\_\_\_

The ABC's of educating a customer is a simple way to remember how to plan for a sale. What other items should be prepared before you make your sales presentation.



Parts Prices \_\_\_\_\_

Labor Sale \_\_\_\_\_

Labor Time \_\_\_\_\_

Tax \_\_\_\_\_

Shop Fees \_\_\_\_\_

Total Cost \_\_\_\_\_

Options \_\_\_\_\_

**Remember to ask for the sale!**

# Presentation

# **WORKSHEET**

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What item requires **ATTENTION**? \_\_\_\_\_

Why is this item **BEING** replaced? \_\_\_\_\_

What are the **CUSTOMER BENEFITS** for the action?

Provide a **DESCRIPTION** of the repair service

Parts Prices \_\_\_\_\_

Labor Sale \_\_\_\_\_

Labor Time \_\_\_\_\_

Tax \_\_\_\_\_

Shop Fees \_\_\_\_\_

Total Cost \_\_\_\_\_

Options \_\_\_\_\_

**Ask for the sale!**

# ABCD sample **POWER TRACK**

The item that requires attention today is \_\_\_\_\_

The reason it needs to be replaced is \_\_\_\_\_

The benefits to you are

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

The way we do this at our dealership is

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The total cost is \$ \_\_\_\_\_

*May I have your permission to perform this \_\_\_\_\_  
service NOW?*





# DOCUMENT

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In order to ensure that the sales are final, it is important to document the results of the call on the repair order or in the DMS.

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## What are the items that should be documented?

- *Total amount of items including tax and fees*
- *Drivers License # or equivalent*
- *Time*
- *Date*
- *Customer Comments*

## Remember your LEAD Technique

**LISTEN** - *to the customer*

**EDUCATE** - *on items that require attention*

**ASK** - *for the sale*

**DOCUMENT** - *results*



# IMPACT ITEMS

What are some key learning points from the class?

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_
6. \_\_\_\_\_  
\_\_\_\_\_
7. \_\_\_\_\_  
\_\_\_\_\_
8. \_\_\_\_\_  
\_\_\_\_\_
9. \_\_\_\_\_  
\_\_\_\_\_
10. \_\_\_\_\_  
\_\_\_\_\_