



104, 105, 106

**KEYS TO
COMMUNICATION**

STEVE SHAW UNIVERSITY

esv



COMMUNICATION

DO WE ANSWER THE CALL EVERY TIME?

DO WE SET A SOLID AND SPECIFIC APPOINTMENT

DO WE MAXIMIZE EVERY OPPORTUNITY



THE NUMBERS

WHAT IS THE COST FOR EACH MISSED OPPORTUNITY

TOTAL MISSED OPPORTUNITIES EACH DAY		<u>10</u>
YOUR AVERAGE REVENUE PER RO?	\$	<u></u>
YOUR TOTAL?	=	<u></u>
TOTAL NUMBER OF WORKING DAYS		<u></u>
LOTT	\$	<u></u>
ANNUAL	\$	<u></u>
YOUR COMMISSION	%	<u></u>
SERVICE ADVISOR LOSS	\$	<u></u>

COULD YOU USE MORE MONEY?



DOES COMMUNICATION EFFECT RELATIONSHIPS

VERBAL

VOICE

VISUAL

PHONE CALL

IN PERSON

TEXT OR EMAIL



TYPES OF COMMUNICATION

1. VERBAL: WHAT IS VERBAL COMMUNICATION?

_____ OF HOW WE COMMUNICATE

2. TONE OF VOICE: WHAT IS TONE OF VOICE

_____ OF HOW WE COMMUNICATE

3. BODY LANGUAGE: WHAT IS BODY LANGUAGE

_____ OF HOW WE COMMUNICATE



COMMUNICATION

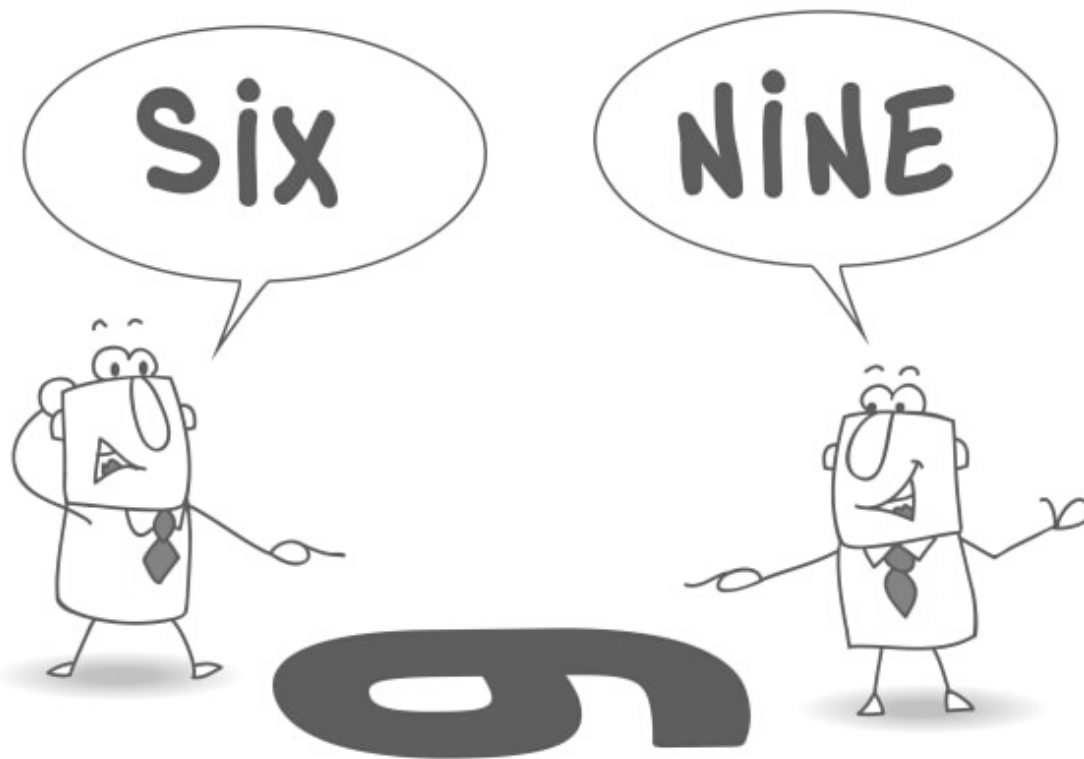
1. PAY ATTENTION:

2. RIGHT ATTITUDE:

3. OPEN MINDED:



SIX OR NINE



**JUST BECAUSE YOU ARE RIGHT, DOES NOT
MEAN, I AM WRONG. YOU JUST HAVEN'T
SEEN LIFE FROM MY SIDE.**

WHAT DOES THIS SHOW

PAY ATTENTION

I AM LISTENING

I VALUE WHAT YOU ARE SAYING

RIGHT ATTITUDE

I AM LISTENING

OPEN MINDED

I AM LISTENING



THE BEST WAY

WORDS

TONE

BODY LANGUAGE

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

OR ELSE



OBSERVATION

**PAY ATTENTION TO YOUR OWN
WORDS AND BEHAVIORS**

**COMPLETE DAY ONE
NOTES**



2

POWER WORDS

IMPORTANT

SHOULD

SAFETY

VITAL

MOST PEOPLE CHOOSE

REQUIRED

ENCOURAGE

RELIABILITY

PROTECT INVESTMENT

I'LL TRY

RECOMMENDED

NECESSARY

PEACE OF MIND

MAYBE

MIGHT

DEPENDABLE



STATEMENTS

COMMON STATEMENTS WITH POWER WORDS

CHOICE ONE - MAKE YOUR POWER STATEMENT

CHOICE TWO - MAKE YOUR POWER STATEMENT



VOICE PRACTICE

STERN (CONFIDENT)

SMILING

NORMAL

SOFT

SCARED - UNSURE



TONE PRACTICE

SAY THIS STATEMENT IN A DIFFERENT TONE

YOUR APPOINTMENT IS AT 2PM TOMORROW



BODY LANGUAGE PRACTICE

OPEN ARMS - CONFIDENT

SITTING OR STANDING TALL - RECEPTIVE

HUNCHED OVER - BORED

CROSSED ARMS - CLOSED OFF



INVITATION

INSTEAD OF...

NEXT COUNTER!

OR

COME OVER HERE.

TRY...

CAN I INVITE YOU OVER TO THIS COUNTER?



WHAT CHANGED

HOW WOULD YOU FEEL?



POWER STATEMENTS

Commonly Said...

Sound Better?

Separation Statements

Attraction Statements

I dont have anything until next week	My first available date is...
We are behind, not enough techs, so must be Thursday	I can make your reservation as early as Thursday
I can't find your Service Advisor, he is not at his desk	Your Service Advisor is unavailable, can I take a message?
Your tires are shot	Your tires are measuring below minimum requirements
We don't have your parts	I have located the parts, they are coming the fastest way possible. schedule to arrive on (?)
Your parts are not in stock - must order them	Our warehouse has your parts in stock, scheduled to arrive on (?)
The restrooms are that way	The restrooms are this way
We have a shuttle	We have a shuttle service to take you home and then pick you up, once your vehicle is ready
Wait over there	Please have a seat in the lounge
We will throw your car together, ready at 5	We will reassemble your vehicle and you can pick your car up between 5pm and 7pm



PRACTICE

WHAT MESSAGE DOES THE NEGATIVE STATEMENT CONVEY?

WHAT MESSAGE DOES THE POSITIVE STATEMENT CONVEY?



CHANGE WORDS

DOES CHANGING OUR WORDS, CHANGE THE MEANING OF THE SAME STATEMENT?

OR JUST THE CUSTOMER'S PERCEPTION OF THE STATEMENT

THOUGHTS?



PRACTICE

TURNING SHOP TALK INTO CUSTOMER COMMUNICATION

No Problem

O.E.M.

Turn Rotors

Major & Minor

Worn Out

Check It Out

Tear It Down

Throw It Back Together

OEM Parts

Recommended Items

Throw It On A Lift



OBSERVATION

**WE ENCOURAGE YOU TO REVIEW
THESE NOTES**

**COMPLETE DAY TWO
NOTES**



3

3 QUESTIONS

HOW MANY RINGS IS ACCEPTABLE?

HOW LONG SHOULD THEY BE ON HOLD?

**DO YOU PICK UP RINGING PHONE WITH
CUSTOMER IN FRONT OF YOU?**



INCOMING CALLS

WHAT DOES GREAT LOOK LIKE?

- Always SMILE. Comes across on the phone
- Be Friendly
- Use Dealer defined greeting
- Give your name
- Thank them for calling
- Let them hang up first
- Thank them for holding
- Be aware of distractions

What is your dealership greeting?

Notes:

Tone:

Body Language:

My changed behavior:

Notes:

Tone:

Body Language:



OUTGOING CALLS

WHAT DOES GREAT LOOK LIKE?

- Always SMILE - They can hear it in your voice
- Be Friendly - They can feel it over the phone
- Provide your name and dealership - Identify
- Why are you calling? - Give reason
- Ask permission - gives them control - good time to call?
- Listen and respond
- Provide information | Ask for the sale
- Thank them for their time
- Be aware of distractions
- Let them hang up first

Notes:

My changed behavior:

Tone:

Body Language:



PLEASE HOLD

THANK YOU FOR HOLDING

Currently we here: (silence or music)

Thank you for holding

What does great look like?

Can I place you on a brief hold?

Wait - Thank - Place

Tell them why you are placing them on hold

- Would you prefer a blind transfer or shall I take a message?

New script for placing customer on hold:

Tone:

Body Language:



PLEASE HOLD

WHEN ANSWERING A LINE ON HOLD

- Thank you for holding this is (YOUR NAME)
- I appreciate your patience, this is (YOUR NAME)
- Thank you for holding, I appreciate your patience
- I appreciate you holding the line, I know it's an inconvenience

New script for placing customer on hold:

Tone:

Body Language:



PLEASE WAIT

THANK YOU FOR WAITING

JUST ONE QUESTION

Can I invite you to wait in the lounge while I get your Service Advisor?

Your Service Advisor is on their way, would you be more comfortable here or in our lounge enjoying a cup of coffee?

THANK YOU FOR WAITING

Hello (), I am (), thank you for waiting, you now have my full and undivided attention.

I APPRECIATE YOU WAITING SO PATIENTLY

New script for placing customer in person:

Tone:

Body Language:



10 FOOT RULE

DOES 10 FOOT RULE STILL APPLY TODAY?

YES / NO

WHAT IS THE 10 FOOT RULE?

WELCOME OR WELCOME BACK!

Good morning, I am (YOUR NAME) - Can I help you?

MAKE SURE THEY KNOW WHO THEY ARE SPEAKING WITH

FIND OUT WHAT THEIR NEEDS ARE

IF NOT YOUR DEPARTMENT - ESCORT THEM TO THE RIGHT DEPARTMENT

COME WITH ME... MAY I INVITE YOU THIS WAY



WHAT'S YOUR LINE

WHAT SEPARATES YOU FROM ME?

- I will be helping you today, lets walk and talk to the best use our time together. This way we can effectively get you checked in and on your way
- Did you have an appointment or just stopping by?

Restaurant - Hello my name is Steve - I will be your server today.

Hello, my name is Cindy - I will be your Service Advisor - assisting you during your visit

I CAN HELP YOU



STATUS UPDATES

CALLING CUSTOMER BEFORE THEY CALL US IS THE KEY

Best practice - call at your scheduled time - educate your customer on your follow up process: phone call | text | email

Calling customer: Hello, this is (YOUR NAME) calling from (YOUR DEALERSHIP) do you have a few moments?

WRITE DOWN YOUR DEALERSHIP PROCESS

STATE THE REASON FOR YOUR CALL

- I would like to review the results from the technicians diagnosis
- I am calling about the status of your vehicle

If you call them, it will be on your time AND your message will be better received.



VEHICLE IS READY

THIS IS AN EASY CALL

Hello this is (YOUR NAME) I am happy to say your vehicle is ready for pick up. I would like a few moments of your time to review the final repairs and related charges

Do you have a moment to talk?

- Review each line item, charges related to each and the final total
- Ensure customer knows department hours and process for pick up
- Ask them if they have any questions about the repairs or warranties

WHAT IS YOUR DEALERSHIP PROCESS?

- When you arrive, please go to the cashier
 - When you arrive, please see me on the drive for a quick or express check out
-
-

THANK YOU FOR CALLING

THANK YOU FOR TAKING MY CALL



GREET CUSTOMER

WHERE IS THE CAR

- Staging area / Valet pick up area?
- Review invoice

CSI - Asking for CSI on the phone or in person

Social Media - asking for a review

WHEN THEY SAY THANK YOU

I say - the best way to thank you, is to go online and write a review and say my name.

It was a pleasure working for you (today or this visit)



MAKING AN APPOINTMENT

Word Track: Thank you for calling (DEALERSHIP NAME), this is (YOUR NAME) I CAN help you.

Word Track: Thank you for calling (DEALERSHIP NAME), this is (YOUR NAME) are you calling to make an appointment or speak to someone specific?

Set a date and time for their arrival

I will be happy to assist you with your appointment

Have you been here before? This will help me find your file

Can I have the telephone number or last name the vehicle is registered under?

Confirm the vehicle

Give two options for appointment time slot

I can get you in as early as (date & time) or would you prefer (date & time) Which do you prefer?

What services are you coming in for?

Are there any other items you would like addressed during your visit?

Sum up the appointment details.

I have you scheduled for (date & time) to meet with (Service Advisor name)

We have set aside this time to meet with the advisor and review your requests. This will take about (minutes) to ensure we get all the details of your items.

Thank customer for calling



COSTLIEST WORDS

WE HAVE ALWAYS DONE IT THIS WAY

Will you make money?

Will your customer be happy with these practices?

Will you get better CSI with these tools?

ONLY _____ CAN CHANGE _____ BEHAVIOR

REMEMBER...

CHANGING YOUR WORDS CAN CHANGE YOUR LIFE



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