



PARTS ASSOCIATES KEYS TO COMMUNICATION

STEVE SHAW UNIVERSITY











PARTS TRAFFIC

(RETAIL) 1.	% OF TOTAL	PROFIT MARGIN
(BACKCOUNTER) 2.	% OF TOTAL	% PROFIT
(WHOLESALE)	% OF TOTAL	% PROFIT

WE NEED ALL TOGETHER TO ACHIEVE PARTS AND SERVICE GOALS



TITLES

(COUNTER PERSON)

PARTS	-

(ADVISOR)

PARTS

WHICH ONE ARE YOU?



COUNTER VS RETAIL

	ı		
	1		
WHAT IS YOUR ENVIRONMEN	IT?_		
WHO IS RESPONSIBLE FOR CREATING ENVIRONMENT?			



CUSTOMER EXPECTATIONS

BELOW	
MEET	
EXCEED	



PHONE PROCESS

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



CUSTOMER BUYING MOTIVES

1. FEAR OF LOSS

(NEED)

9/0

2.HOPE FOR GAIN

(VALUE)

%

I AM CALLING YOU. WHAT IS MY MOTIVE?	(WHOLESALE)
(FRONT)	(BACK)

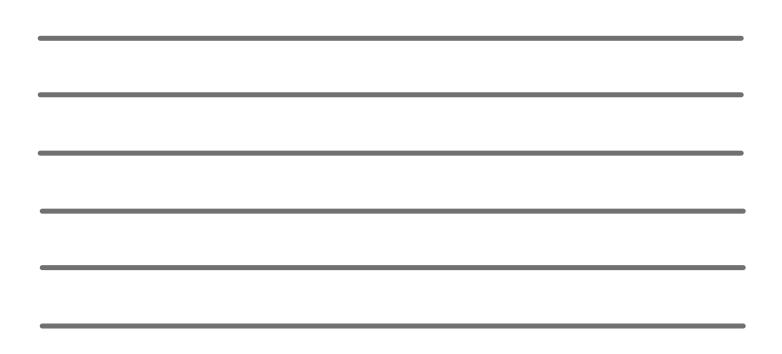


NEED

REQUIRED (MUST HAVE)

I AM ON THE PHONE

(ENFORCE) WHAT WORDS CREATE NEW

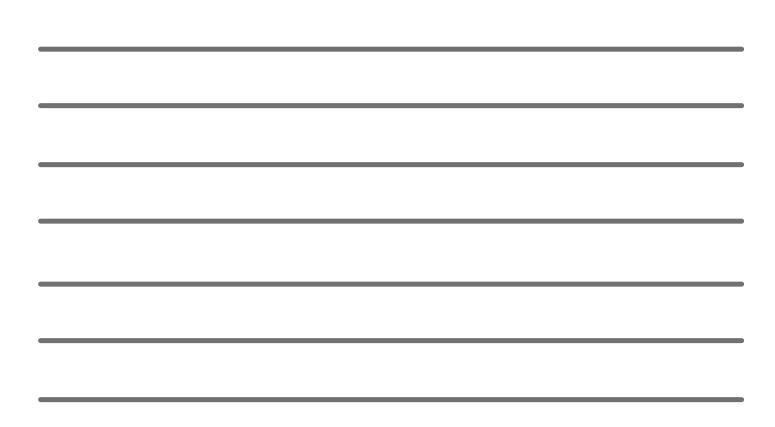




VALUE

SAFETY / PERFORMANCE / RELIABILITY / PROTECT INVESTMENT

WHAT WORDS ADD VALUE TO YOUR PARTS?





CLOSING THE SALE

SIMPLE CLOSE	
EITHER / OR	
ASSUMPTIVE	
YOUR CLOSE	





COMMUNICATION

WORDS

 $(70/_{0})$

TONE

(380/0)

BODY LANGUAGE

(55%)



WORDS

WELCOME

MIGHT / MAYBE

PLEASE

OK

REQUIRED

THANK YOU

MY PLEASURE

WHAT CAN I DO

HAPPY TO HELP



STATEMENTS

COMMON STATEMENTS WITH POWER WORDS

CHOICE	ONE	-	MAKE	YOUR	POWER	STATEMEN	T
							-
CHOICE	TWO	-	MAKE	YOUR	POWER	STATEMEN	Τ
							_
							_

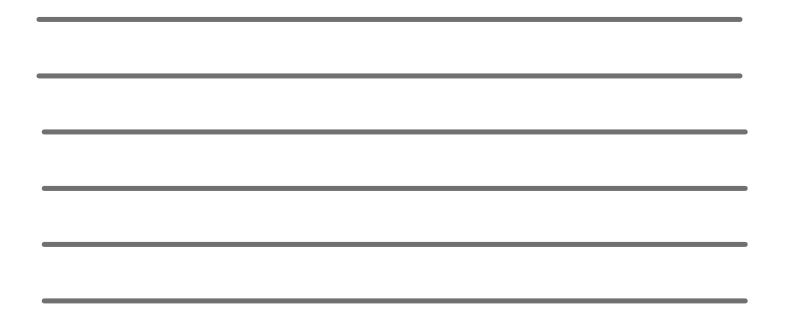


WORDS EXERCISE



TONE OF VOICE

CONFIDENT SMILING NORMAL SOFT SCARED





VOICE PRACTICE

STERN (CONFIDENT) SMILING NORMAL SOFT SCARED - UNSURE



TONE PRACTICE

SAY THIS STATEMENT IN A DIFFERENT TONE

YOUR	APPOINTMENT	IS AT	2PM	TOMORROW	



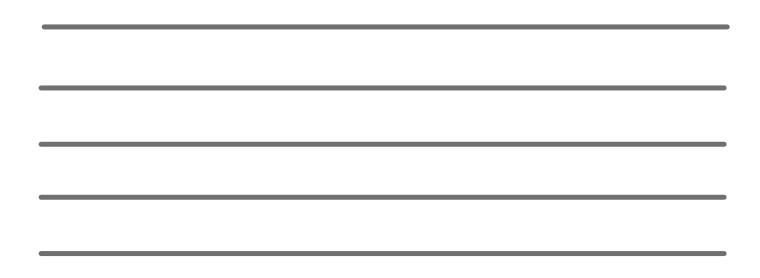
BODY LANGUAGE

OPEN ARMS SITTING OR STANDING TALL **NORMAL HUNCHED OVER CROSSED ARMS**



BODY LANGUAGE PRACTICE

OPEN ARMS - CONFIDENT SITTING OR STANDING TALL - RECEPTIVE HUNCHED OVER - BORED CROSSED ARMS - CLOSED OFF





COMMON PHRASE

SAY THIS	AVOID THAT





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 greeting?		
Tone:		
BODY LANGUAGE:		
NEW BEHAVIOR:		



GREAT LOOKS LIKE

INCOMING CALL

What is your greeting?		
Tone:		
BODY LANGUAGE:		
NEW BEHAVIOR:		



OUTGOING CALL

- SMILE
- FRIENDLY
- NAME
- THANK YOU

OUTGOING CALL	
Tone:	Body Language:



PLEASE HOLD

- SMILE
- FRIENDLY
- NAME
- THANK YOU

OUTGOING CALL		
Tone:	Body Language:	



HOLDING CALL

- SMILE
- FRIENDLY
- NAME
- THANK YOU

OUTGOING CALL		
		-
Tone:	Body Language:	



FOLLOW UP CALL

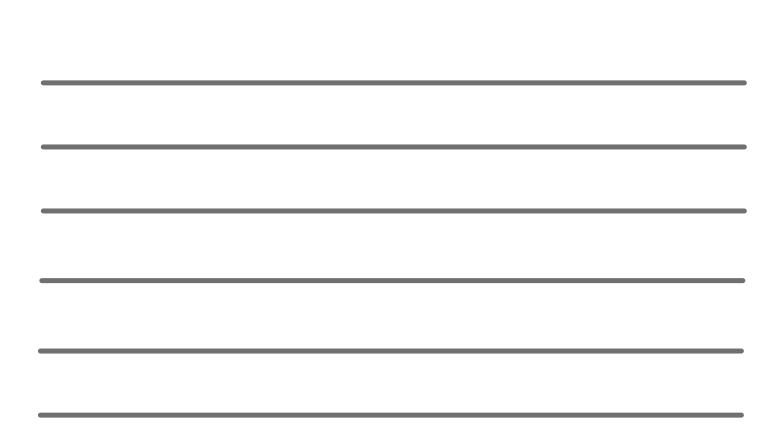
- SMILE
- FRIENDLY
- NAME
- THANK YOU

OUTGOING CALL	
Tone:	Body Language:



POINT OF SEPARATION

WHAT MAKES YOU DIFFERENT?





COSTLIEST WORDS

WE HAVE ALWAYS DONE IT THIS WAY

ONLY____ CAN CHANGE ____ BEHAVIOR

$$P + B = R^3$$



FRIES

WOULD YOU LIKE FRIES WITH THAT?





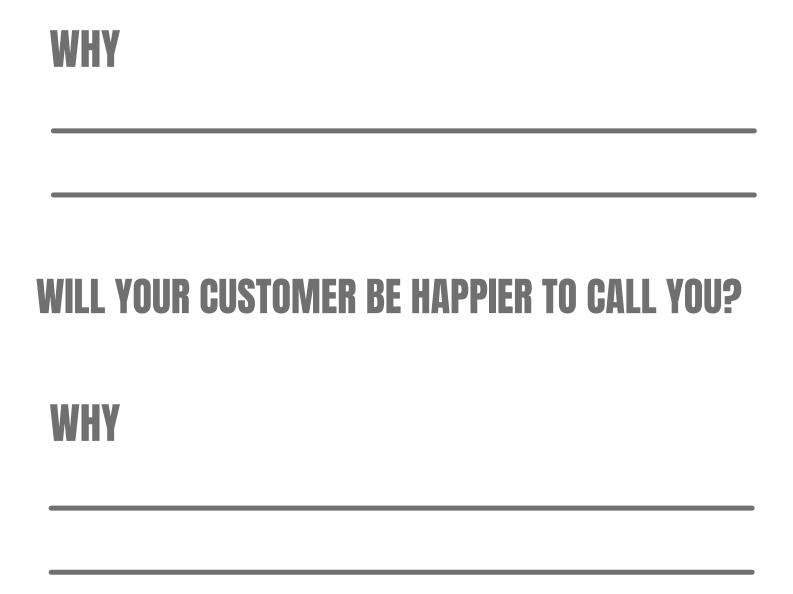
DEALERSHIP PROCESS

WILL YOUR TRAINING IMPROVE EACH STEP IN THE PROCESS? WHY?

1.	Y/N	
2.	Y/N	
3.	Y/N	
4.	Y/N	
5.	Y/N	



WILL YOU CLOSE MORE SALES?





NOTES



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