



114, 115, 116

**PARTS ASSOCIATES**  
**KEYS TO**  
**COMMUNICATION**

**STEVE SHAW UNIVERSITY**



esv





***"PARTS HOLD"***



# PARTS TRAFFIC

**(RETAIL)**

**% OF TOTAL**

**PROFIT  
MARGIN**

**1.**

---

**(BACKCOUNTER)**

**% OF TOTAL**

**% PROFIT**

**2.**

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**(WHOLESALE)**

**% OF TOTAL**

**% PROFIT**

**3.**

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**WE NEED ALL TOGETHER TO ACHIEVE  
PARTS AND SERVICE GOALS**



# TITLES

**(COUNTER PERSON)**

**PARTS**

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**(ADVISOR)**

**PARTS**

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**WHICH ONE ARE YOU?**



# COUNTER VS RETAIL


**WHAT IS YOUR ENVIRONMENT?**

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**WHO IS RESPONSIBLE FOR CREATING ENVIRONMENT?**

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# CUSTOMER EXPECTATIONS

## BELOW

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## MEET

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## EXCEED

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# PHONE PROCESS

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



# CUSTOMER BUYING MOTIVES

## 1. FEAR OF LOSS

**(NEED)**

\_\_\_\_\_ %

## 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?**

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# CLOSING THE SALE

**SIMPLE CLOSE**

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**EITHER / OR**

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**ASSUMPTIVE**

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**YOUR CLOSE**

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2

# COMMUNICATION

**WORDS**

**(7%)**

**TONE**

**(38%)**

**BODY LANGUAGE**

**(55%)**

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# WORDS

**WELCOME**

**MIGHT / MAYBE**

**PLEASE**

**OK**

**THANK YOU**

**REQUIRED**

**WHAT CAN I DO**

**MY PLEASURE**

**HAPPY TO HELP**

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# STATEMENTS

## COMMON STATEMENTS WITH POWER WORDS

### CHOICE ONE - MAKE YOUR POWER STATEMENT

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### CHOICE TWO - MAKE YOUR POWER STATEMENT

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# WORDS EXERCISE



# TONE OF VOICE

**CONFIDENT**

**SMILING**

**NORMAL**

**SOFT**

**SCARED**

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# VOICE PRACTICE

**STERN (CONFIDENT)**

**SMILING**

**NORMAL**

**SOFT**

**SCARED - UNSURE**

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# TONE PRACTICE

**SAY THIS STATEMENT IN A DIFFERENT TONE**

**YOUR APPOINTMENT IS AT 2PM TOMORROW**

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# BODY LANGUAGE

**OPEN ARMS**

**SITTING OR STANDING TALL**

**NORMAL**

**HUNCHED OVER**

**CROSSED ARMS**

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# BODY LANGUAGE PRACTICE

**OPEN ARMS - CONFIDENT**

**SITTING OR STANDING TALL - RECEPTIVE**

**HUNCHED OVER - BORED**

**CROSSED ARMS - CLOSED OFF**

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# COMMON PHRASE

**SAY THIS**

**AVOID THAT**

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3

# 3 QUESTIONS

**HOW MANY RINGS IS ACCEPTABLE?**

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**HOW LONG SHOULD THEY BE ON HOLD?**

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

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# 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?

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Tone:

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BODY LANGUAGE:

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NEW BEHAVIOR:

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# GREAT LOOKS LIKE

## INCOMING CALL

What is your greeting?

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---

Tone:

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---

BODY LANGUAGE:

---

---

NEW BEHAVIOR:

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# OUTGOING CALL

## GREAT

- SMILE
- FRIENDLY
- NAME
- THANK YOU

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---

OUTGOING CALL

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Tone:

Body Language:

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# PLEASE HOLD

## GREAT

- SMILE
- FRIENDLY
- NAME
- THANK YOU

---

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## OUTGOING CALL

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Tone:

Body Language:

---

---



# HOLDING CALL

## GREAT

- SMILE
- FRIENDLY
- NAME
- THANK YOU

---

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## OUTGOING CALL

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Tone: \_\_\_\_\_ Body Language: \_\_\_\_\_

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# FOLLOW UP CALL

## GREAT

- SMILE
- FRIENDLY
- NAME
- THANK YOU

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## OUTGOING CALL

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Tone:

Body Language:

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# POINT OF SEPARATION

## WHAT MAKES YOU DIFFERENT?

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# 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?**

**WHY**

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# **WILL YOUR CUSTOMER BE HAPPIER TO CALL YOU?**

**WHY**

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# NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

# CONTACT

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