



203

**ADVANCED DRIVEWAY
SALES ADDITIONAL
SERVICES**

STEVE SHAW UNIVERSITY

esv



DRIVEWAY OBJECTIONS

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



SALES

SELLING _____

VS.

BUYING _____

WHICH IS BETTER?



BUYING MOTIVES

_____ OF _____

_____%

_____ 4 _____

N + V = S



VALUE PROPOSITION

VALUE MUST OVERCOME COST

VALUE = _____

VALUE = _____



_____ **+ NEED = SALE**



RECOMMEND

WHAT HAPPENS WHEN YOU RECOMMEND SOMETHING?

KEEP

OR

DELETE

**THE FACTS ARE, THERE ARE ITEMS THAT REQUIRE ATTENTION.
WHICH APPROACH CONVEYS THE IMPORTANCE OF THE REPAIR?**



QUARTER TIME

15 MIN _____ %

30 MIN _____ %

45 MIN _____ %

1.0 = 15 MINUTES (LOF + ROTATE)

2.0 = _____ MINUTES COOLANT
+

3.0 = _____ MINUTES ALIGNMENT
+



MAINTENANCE IN DRIVE

1.

2.



MAINTENANCE IN DRIVE

1.

2. ADDITIONAL SERVICES

A.

B.

3.



ADDITIONAL SERVICES

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



DEALER STANDARDS

CAR & LIGHT TRUCK



DEALER STANDARDS

HYBRID



DEALER STANDARDS

DIESEL



MIN REQ (MINOR)

5	LOF ROT +	FRIES
10	LOF ROT +	FRIES
20	LOF ROT +	FRIES
25	LOF ROT +	FRIES
35	LOF ROT +	FRIES
40	LOF ROT +	FRIES
50	LOF ROT +	FRIES
55	LOF ROT +	FRIES
65	LOF ROT +	FRIES
70	LOF ROT +	FRIES
80	LOF ROT +	FRIES
85	LOF ROT +	FRIES
+		



MIN REQ (INTERMEDIATE)

ADDITIONAL

15 LOF ROT
AIR & CABIN +

45 LOF ROT
AIR & CABIN +

75 LOF ROT
AIR & CABIN +

FRIES



MIN REQ (MAJOR)

ADDITIONAL SERVICES

LOF ROT
30 AIR & CABIN +

LOF ROT
60 AIR & CABIN +

LOF ROT
90 AIR & CABIN +

FRIES



NOTES



CONTACT

www.steveshawuniversity.com

(424) 237-4973

Steve@SteveShawTraining.com

esui