

E DA

ADVANCED DRIVEWAY

SALES MENU

STEVE SHAW UNIVERSITY







DRIVEWAY OBJECTIONS

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



SALES

| SELLING | |
|--------------|-------|
| | |
| VS. | |
| | |
| BUYING | |
| WHICH IS BET | TTER? |
| | |
| | |
| | |



BUYING MOTIVES

OF 0/0



VALUE PROPOSITION

VALUE MUST OVERCOME COST

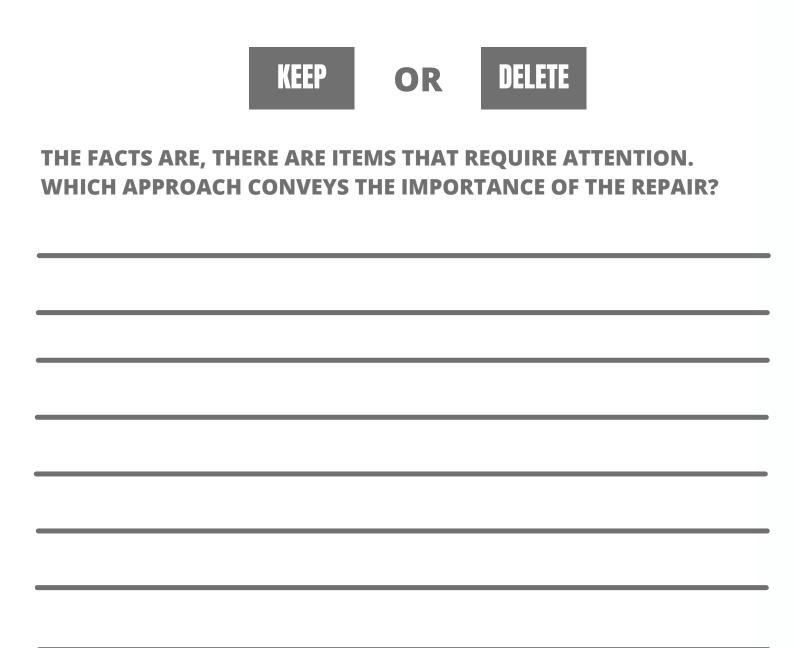


+ NEED = SALE



RECOMMEND

WHAT HAPPENS WHEN YOU RECOMMEND SOMETHING?





QUARTER TIME



MAINTENANCE IN DRIVE

| 1. | MIN REQ OR MENU | |
|----|---------------------|----|
| | | Α. |
| 2. | ADDITIONAL SERVICES | В |
| | | |
| 3. | FRIES | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |



MINOR

| GOOD | | | |
|--------|--|--|--|
| | | | |
| BETTER | | | |
| | | | |
| BEST | | | |
| | | | |



| MIN | INT | MAJOR |
|--------|----------------|--------------------------|
| GOOD | FACTORY | MIN |
| BETTER | VALUE + | MOST CUSTOMERS CHOOSE |
| BEST | PREMIUM +++ | BEST CARE |



MINOR

| GOOD | | | |
|--------|--|--|--|
| | | | |
| BETTER | | | |
| | | | |
| BEST | | | |
| | | | |



INTERMEDIATE

| GOOD | | | |
|--------|--|--|--|
| | | | |
| BETTER | | | |
| | | | |
| BEST | | | |
| | | | |



MAJOR

| GOOD | | | |
|--------|--|--|--|
| | | | |
| BETTER | | | |
| | | | |
| BEST | | | |
| | | | |



MENU

| MIN | | INT | | MAJOR | |
|---------|------|---------------|----------------|-----------|--------------------|
| GOOD | _ | OF Tate | AIR CABI | N | BRAKE FLUID |
| BETTER | | FUEL TMENT | BALANCE | | FUEL IND |
| BEST | BAL | ANCE | BRAKE FLUID | | KITCHEN SINK |
| ADD 2 I | TEMS | Α. | AND | B. | |
| FRI | ES | ALIGN | BALANCE | Į. | ICCESSORIES DETAIL |



NOTES



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