



204

**ADVANCED DRIVEWAY
SALES MENU**

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. MIN REQ OR MENU

A.

B.

2. ADDITIONAL SERVICES

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

**LOF
ROTATE**

AIR CABIN

BRAKE FLUID

BETTER

**EOT FUEL
TREATMENT**

BALANCE

FUEL IND

BEST

BALANCE

**BRAKE
FLUID**

**KITCHEN
SINK**

ADD 2 ITEMS

A. _____

AND

B. _____

FRIES

ALIGN

BALANCE

ACCESSORIES

DETAIL



NOTES



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