

DEFECTION POINTS

STEVE SHAW UNIVERSITY



OBJECTIONS

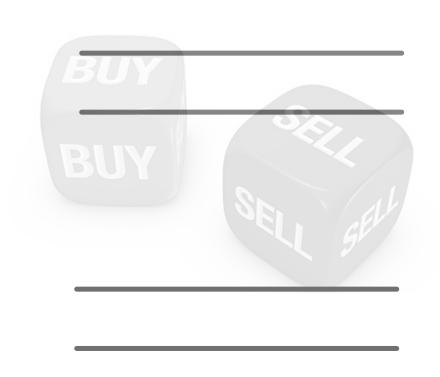


CREATE THE NEED

SELLING —

VS

BUYING



WHICH IS BETTER BUYING OR SELLING



BUYING MOTIVES

FEAR OF LOSS

9/0

AVERAGE CLOSING RATIO

HOPE FOR GAIN



9/0



____ = **SALE**



HOW TO...

2 PHRASES THAT CREATE THE NEED



3 STEPS TO BUY

1.	
2.	
3.	



CLOSING APPROACH

SIMPLE	YES / NO
ASSUME THE SALE	
OPTIONS - EITHER OR	





DEFINITION

DEFECTION POINTS



POINTS

1.	
3.	

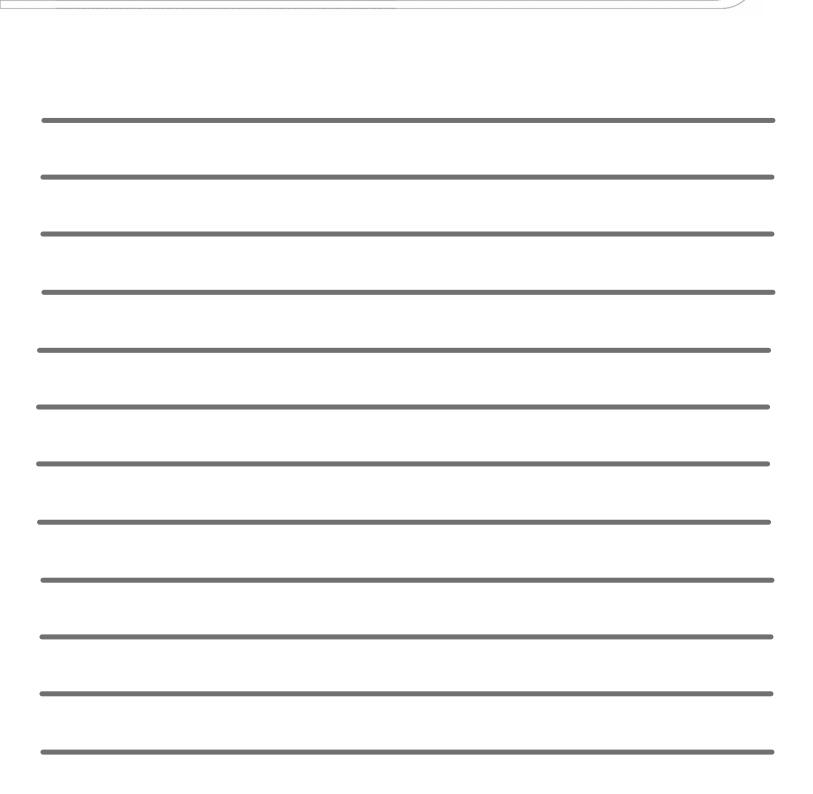
CHEAPEST OR COMPETITIVE



SHOPPING

		_	US	COMPETITOR 1	COMPETITOR 2
1.	LOF				
2.	TIRE ROTATION				
3.	BRAKES				
4.	BATTERY				
5.	ALIGNMENT				
6.	CABIN FILTER				
7.	AIR FILTER				
8.	WIPER BLADES				
9.	TIRE INSTALLATION				
10.					

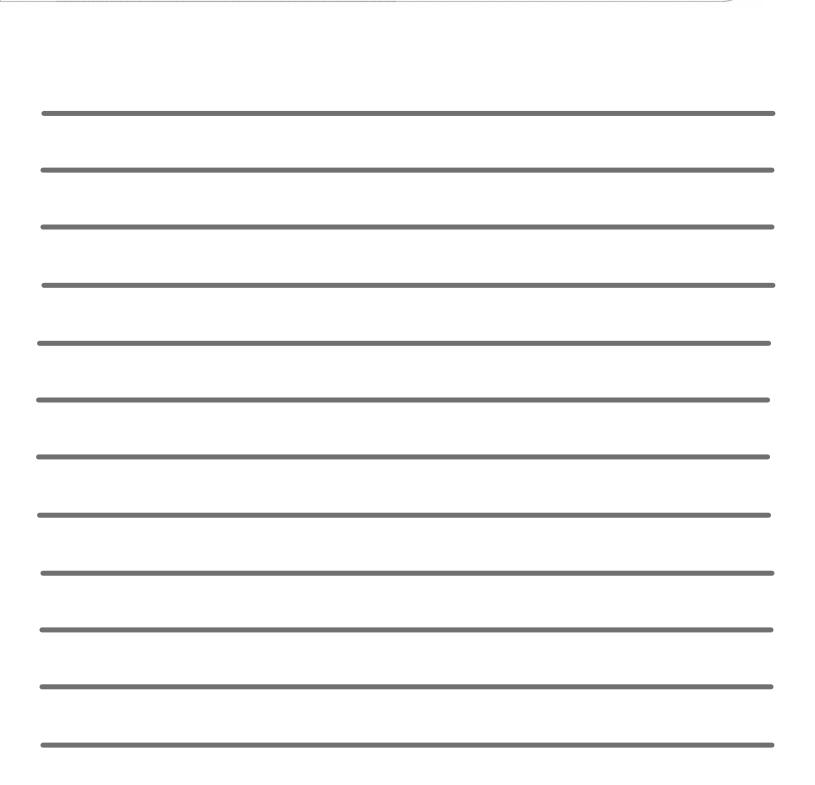






1.	REQUIRES ATTENTION
2.	FAILS INSPECTION
3.	PRICE
CLO:	SE







BRAKES

The item that requires attention today is
The reason it needs to be replaced is
The total cost is

May I have your permission to perform this ______service NOW?





ALIGNMENT

The item that requires attention today is

The reason it needs to be replaced is

The total cost is _____

May I have your permission to perform this ______service NOW?





BATTERY

The item that requires attention today is
The reason it needs to be replaced is
The total cost is

May I have your permission to perform this _____service NOW?





WIPERS

The item that requires attention today is
The reason it needs to be replaced is

The total cost is _____

May I have your permission to perform this ______service NOW?





AIR FILTER

The item that requires attention today is					
The reason it needs to be replaced is					
The total cost is					

May I have your permission to perform this _____service NOW?





CONTACT

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