

HOSPITALITY TRAINING
CREATING RAVING FANS

STEVE SHAW UNIVERSITY







HOSPITALITY

WHAT IS IT?

CSI



FAVORITE PLACE

WRITE DOWN THE NAME OF YOUR FAVORITE RETAIL ESTABLISHMENT. THIS CAN BE A RETAIL STORE, RESTAURANT, BAR, HOTEL... IMAGINE THE FAVORITE SPOT... OR PLACE YOU ENJOY OR ADMIRE.

| 1. | |
|----|--|
| 2. | |
| 3. | |
| 4. | |
| 5. | |



YOUR DEALERSHIP

CAN YOUR DEALERSHIP - COLLISION CENTER - REPAIR SHOP BECOME A CUSTOMER'S FAVORITE PLACE TO SHOP?

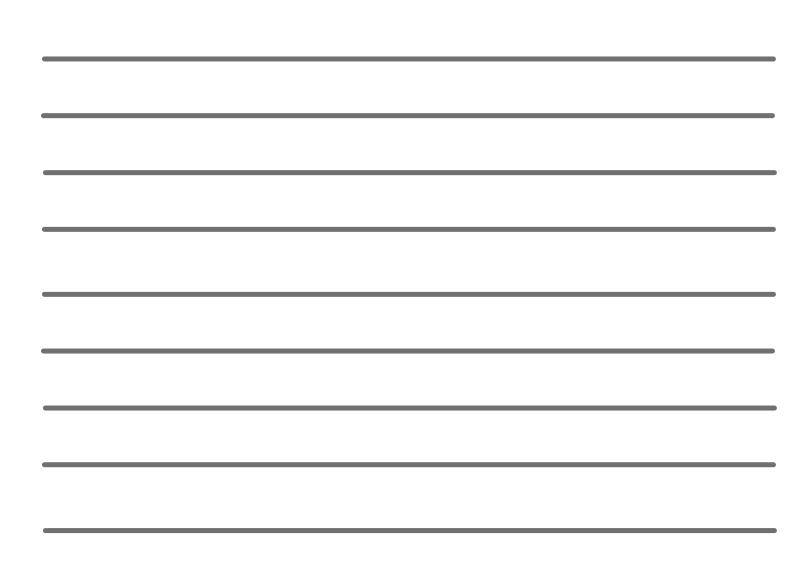
| YES | NO |
|-----|----|
|-----|----|

| WHY OR WHY NOT | | | | |
|----------------|--|--|--|--|
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HOW DO WE BECOME

HOW DO WE BECOME A FAVORITE PLACE FOR A GUEST TO SHOP?



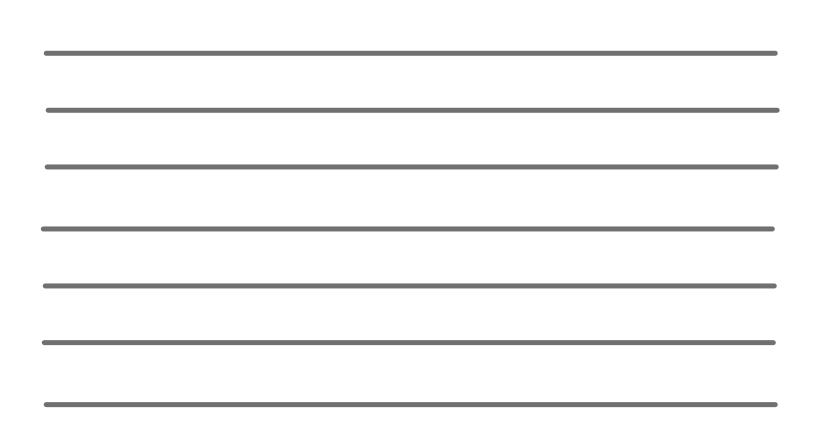


INSANITY

IS THE RETAIL AUTOMOTIVE INDUSTRY DIFFERENT TODAY THAT WHEN YOU STARTED IN THE BUSINESS?

YES NO

HOW HAS IT CHANGED?





OLD VS NEW DEALERSHIP

| TRADITIONAL | NEW WAY |
|-------------|---------|
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OLD VS NEW SERVICE ADVISOR

| TRADITIONAL | NEW WAY | | |
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BUILDING RAPPORT

PEOPLE WANT TO WORK WITH PEOPLE THEY LIKE AND TRUST. ARE YOU MORE LIKE ME THAN NOT ME?

SMILE! SMILE! SMILE!

ENJOY WHAT YOU ARE DOING?
BE NICE AND WELCOMING (OR WELCOME BACK)
ALWAYS USE PLEASE AND THANK YOU - IT IS MY PLEASURE

MEETING AND GREETING

| MY NAME IS STEVE. |
|--|
| AND YOUR NAME IS? |
| IT IS MY PLEASURE TO MEET YOU (CUSTOMER NAME) |
| HOW ARE YOU ENJOYING YOUR DAY? HOW MUCH DO YOU LOVE YOUR HONDA? HAS ANYONE EVER TOLD YOU ABOUT? WHAT BRINGS YOU HERE TODAY? I HAVE SOME OPTIONS FOR YOU. |
| RITE OUT YOUR MEETING AND GREETING |
| |



| BECAUSE - MOM SAID (INCREASE 30%) HAHA |
|---|
| NOW - SENSE OF URGENCY |
| IMAGINE (YOURSELF NOW) |
| MOST PEOPLE CHOOSE |
| MOST POPULAR |
| EVERYBODY SAYS |
| EVERYBODY KNOWS IS THE BEST PLACE FORIN TOWN. |
| ENCOURAGE |
| MOST PEOPLE CHOOSE |
| JUST OUT OF CURIOSITY |
| WELL YOU KNOW HOW IT IS |
| WELL YOU KNOW HOW IT WORKS |
| WELL YOU KNOW HOW WHEN (WHATEVER YOU SAY IS GOSPEL) |
| |



| YOU ARE RIGHT! |
|---|
| YOU ARE THE BEST THING THAT EVER HAPPENED TO ME (TO THIS OFFICE) |
| YOU HAVE NO IDEA HOW NICE IT IS TO WORK WITH PEOPLE LIKE YOU WHO ARE SMART WHO REALLY CARE |
| YOU DESERVE THIS |
| YOU HAVE EARNED IT |
| YOU HAVE A RIGHT TO A PROPERLY WORKING VEHICLE A NEW VEHICLE A LIFETIME PROTECTION PLAN WOULD IT BE OK IF (97% POSITIVE) HOW TO SAVE MONEY ON YOUR AUTO SERVICE TODAY |
| WOULD YOU LIKE TO DO THIS? |
| I AM JUST CURIOUSHAVE YOU HAD AN ALIGNMENT IN THE LAST 12 MONTHSARE YOU AWARE OF OUR |
| |



DON'T

| CAN I HELP YOU? |
|-------------------------------|
| I RECOMMEND THIS ONE |
| YOU SHOULD TRY THIS |
| IS THIS YOUR FIRST TIME HERE? |
| DO YOU HAVE AN APPOINTMENT? |
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YOUR WORDS

OLD NEW

REPLACE WITH



DEALERSHIP

EXERCISE: WHAT CAN YOUR DEALERSHIP DO IMMEDIATELY TO IMPLEMENT THE CHOICE **DEALERSHIP CHARACTERISTICS**



YOU

EXERCISE: WHAT CAN YOU DO IMMEDIATELY TO IMPLEMENT THE CHOICE CHARACTERISTICS

| | | | |
|--|-------------|-------------|--|



SURVEY

ASKING FOR CSI - SURVEY

ARE THERE THINGS YOU CAN SAY OR NOT SAY?

| CAN SAY | AVOID SAYING | | |
|---------------------|--------------|-----------|--|
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| WHAT IS THE BEST WA | Y TO | ASK FOR A | |
| MANUFACTURER SURV | /EY? | | |
| | | | |
| | | | |



THANK YOU

WHAT IS THE BEST WAY TO ASK FOR A SOCIAL MEDIA REVIEW?

ASKING FOR SOCIAL MEDIA REVIEW

FB - YELP - GOOGLE - DEALER RATER





CAN YOU AND YOUR ORGANIZATION BECOME THE BEST PLACE FOR AUTO REPAIR, COLLISION REPAIR, AND NEW VEHICLE SALES?

YES

WILL YOU MAKE MORE MONEY?

YES

WILL YOUR CUSTOMER RAVE ABOUT YOUR SERVICE AND BECOME BRAND AMBASSADORS?

YES



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