



305

HOSPITALITY TRAINING
CREATING RAVING FANS

STEVE SHAW UNIVERSITY

esv



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



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



OLD VS NEW SERVICE ADVISOR

TRADITIONAL

NEW WAY



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

**WELCOME (WELCOME BACK) TO _____
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.**

WRITE OUT YOUR MEETING AND GREETING



DO

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 FOR _____ IN 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)



DO

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 CURIOUS _____

HAVE YOU HAD AN ALIGNMENT IN THE LAST 12 MONTHS _____

ARE 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? _____



YOUR WORDS

OLD

NEW

REPLACE WITH



DEALERSHIP

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



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

WHAT IS THE BEST WAY TO ASK FOR A MANUFACTURER SURVEY?



THANK YOU

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

ASKING FOR SOCIAL MEDIA REVIEW

FB - YELP - GOOGLE - DEALER RATER



YES

**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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