



401, 402, 403

THE ART OF  
THE WALK AROUND

**STEVE SHAW UNIVERSITY**



esv



# INTRODUCTION

**DO YOU DO A WALK AROUND?**

**YES | NO**

**WHY / WHY NOT**

---

---

---

---



# WHAT SETS YOU APART

## HUMAN VS KIOSK

---

---

---

---

## WHAT SETS YOU APART FROM OTHERS?

---

---

---

---



# KEY ELEMENTS

## KEY ELEMENTS OF A WALK AROUND

1.

---

---

---

2.

---

---

---

3.

---

---

---



# DEMONSTRATE





# WELCOME PACK

## WHAT IS IT?

---

---

---

---

---

## WHAT'S IN IT?

---

---

---

---

---



2

# MEET AND GREET

**WELCOME TO \_\_\_\_\_**

**MY NAME IS \_\_\_\_\_ AND YOU ARE?**

**WHAT BRINGS YOU HERE TODAY?**

**MAY I DOCUMENT MILEAGE, VIN? PLACE  
TAG ON MIRROR WITH KEYS**

---

---

---

---

---

---

---

---

---

---



# MINIMUM REQUIREMENT

**GREAT - I HAVE SOME OPTIONS FOR YOU.  
THIS IS THE MINIMUM REQUIREMENT TO  
MAINTAIN YOUR VEHICLE, WOULD YOU LIKE  
TO TAKE CARE OF THIS IMPORTANT SERVICE  
TODAY?**

---

---

---

---

---

---

---

---

---

---



# ADDITIONAL SERVICE

## OFFER DEALERSHIP ADDITIONAL SERVICE

THESE ARE ADDITIONAL SERVICES WE OFFER  
HERE AT \_\_\_\_\_

WOULD YOU LIKE TO DO ANY OF THESE?

YES

NO

DO I HAVE TOO

---

---

---

---

---

---



# THIS AND THAT

**MOST CUSTOMERS CHOOSE**

**THIS AND THAT**

**(PRESENT 2 ITEMS SUCH AS A BRAKE FLUID EXCHANGE AND A FUEL INDUCTION SERVICE)**

**ITEM 1**

---

**ITEM 2**

---



# MULTI POINT INSPECTION

**INTRODUCE MULTI-POINT INSPECTION -  
I WANT YOU TO KNOW EVERYTHING ABOUT  
YOUR VEHICLE BEFORE YOU LEAVE TODAY!**

**MULTI-POINT INSPECTION**

Name: \_\_\_\_\_ VIN: \_\_\_\_\_ Mileage: \_\_\_\_\_ License: \_\_\_\_\_ Year/Make/Model: \_\_\_\_\_ email: \_\_\_\_\_

☐ CHECKED AND OK ☐ FUTURE ATTENTION ☐ IMMEDIATE ATTENTION

**INTERIOR/EXTERIOR**  
NOTE ANY EXISTING BODY DAMAGE

**TIRES**

TREAD DEPTH

7/32" or greater ☐ 3/32" to 6/32" ☐ 2/32" or less ☐

LF ☐ RF ☐ LR ☐ RR ☐

Wear Pattern/ Damage

LF ☐ RF ☐ LR ☐ RR ☐

Air Pressure

PSI ☐ PSI ☐

Based on Mileage and Wear:

Alignment ☐ Balance ☐ Rotation ☐ New Tire ☐

**BRAKES**  
BRAKE PADS / SHOES



# WALK AROUND

## WALK AROUND VEHICLE

**I WANT YOUR VEHICLE TO LEAVE HERE IN AS GOOD OR BETTER CONDITION THAN IT IS NOW.**



**CHECK TIRE CONDITION - PRESENT DEALERSHIP AS TIRE KING**

**CHECK REAR WIPER IF AVAILABLE**

**BUILD RAPPORT (NOTHING BUT LOVE BETWEEN WIPERS)**

**CHECK FRONT WIPER - HOW ARE YOUR WIPERS CLEARING FOR YOU?**





# RESTATE

## RESTATE CUSTOMER ITEMS



---

---

---

---

---

---

# FRIES

**ASK EACH AND EVERY CUSTOMER IF THEY  
WOULD LIKE AN ALIGNMENT**

**WOULD YOU LIKE AN ALIGNMENT TODAY**



---

---

---

---

---

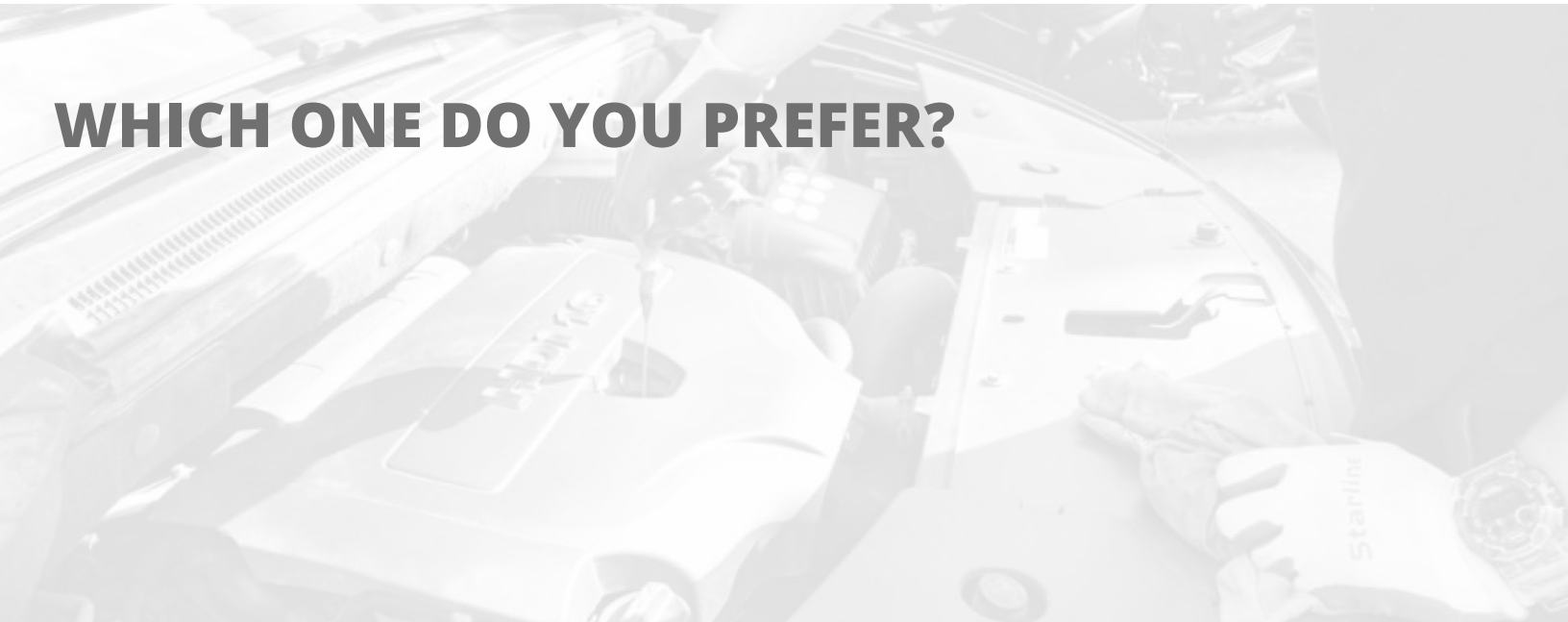


# SUPER SIZE

**WHAT LEVEL OF PROTECTION WOULD YOU LIKE?**

**WE OFFER SEMI-SYNTHETIC AND FULL SYNTHETIC, AND AN ENGINE ENHANCER**

**WHICH ONE DO YOU PREFER?**



---

---

---

---



# RECEPTION CHECKLIST

- ☐ Friendly Meeting and Greeting - Welcome to \_\_\_\_\_ , My Name is XX and you are?
- ☐ What Brings you here today? (Oil Change)
- ☐ May I Document Mileage, VIN and Place Tag On Mirror, With Keys
- ☐ Great - I have some options for you. This is the minimum requirement to maintain your vehicle, Would you like to take care of this important service today.
- ☐ Offer Dealership Additional Service - These are the additional services we offer here at \_\_\_\_\_ , would you like to do any of these? Yes! - No! - Do I have too?
- ☐ Most Customers Choose THIS AND THAT (present 2 items such as a brake fluid exchange and a fuel induction service)
  - ☐ Item 1
  - ☐ Item 2
- ☐ Introduce Multi-Point Inspection - I want you to know everything about your vehicle before you leave today!
- ☐ Walk Around Vehicle - I want your vehicle to leave here in as good or better condition that it is now!
  - ☐ Check Tire Condition - Present Dealership as Tire King?
  - ☐ Check Rear Wiper (If Available)
  - ☐ Build Rapport (Nothing but love between the wipers)
  - ☐ Check Front Wiper - How are your wipers clearing for you?
- ☐ Restate Customer Items
- ☐ Ask each and every customer if they would like an alignment? - Would you like an alignment today?
- ☐ What level of protection would you like? We offer, semi synthetic and full synthetic and an engine oil enhancer - Which one do you prefer?



# 3



## REUNITE CUSTOMER WITH VEHICLE

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



# CSI STATEMENT



## KEY COMPONENTS TO CSI STATEMENT

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## WHEN DO YOU ASK?

\_\_\_\_\_



# FINAL WALK AROUND

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---





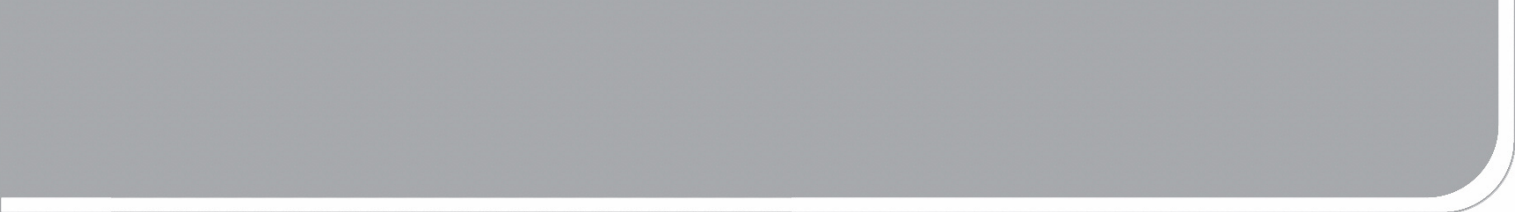
# SOCIAL MEDIA REVIEW

**DO YOUR CUSTOMERS SAY THANK YOU?**

**YES | NO**

**THANK YOU**

**MAKE IT PERSONAL**



# CONTACT

---

[www.steveshawuniversity.com](http://www.steveshawuniversity.com)

(424) 237-4973

[Steve@SteveShawTraining.com](mailto:Steve@SteveShawTraining.com)



esui