

The logo features a large, light blue circle on a dark teal background. Inside the circle is a dark teal rectangular box containing the text "Alderson" in white, bold, sans-serif font. Below "Alderson" is the text "Service • CONSULTANTS • Guild" in a smaller, white, sans-serif font, with "Service" and "Guild" in italics.

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Module 3:
Professional Selling Skills

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Features, Advantages and Benefits of Maintenance Items 95

Recap Exercises

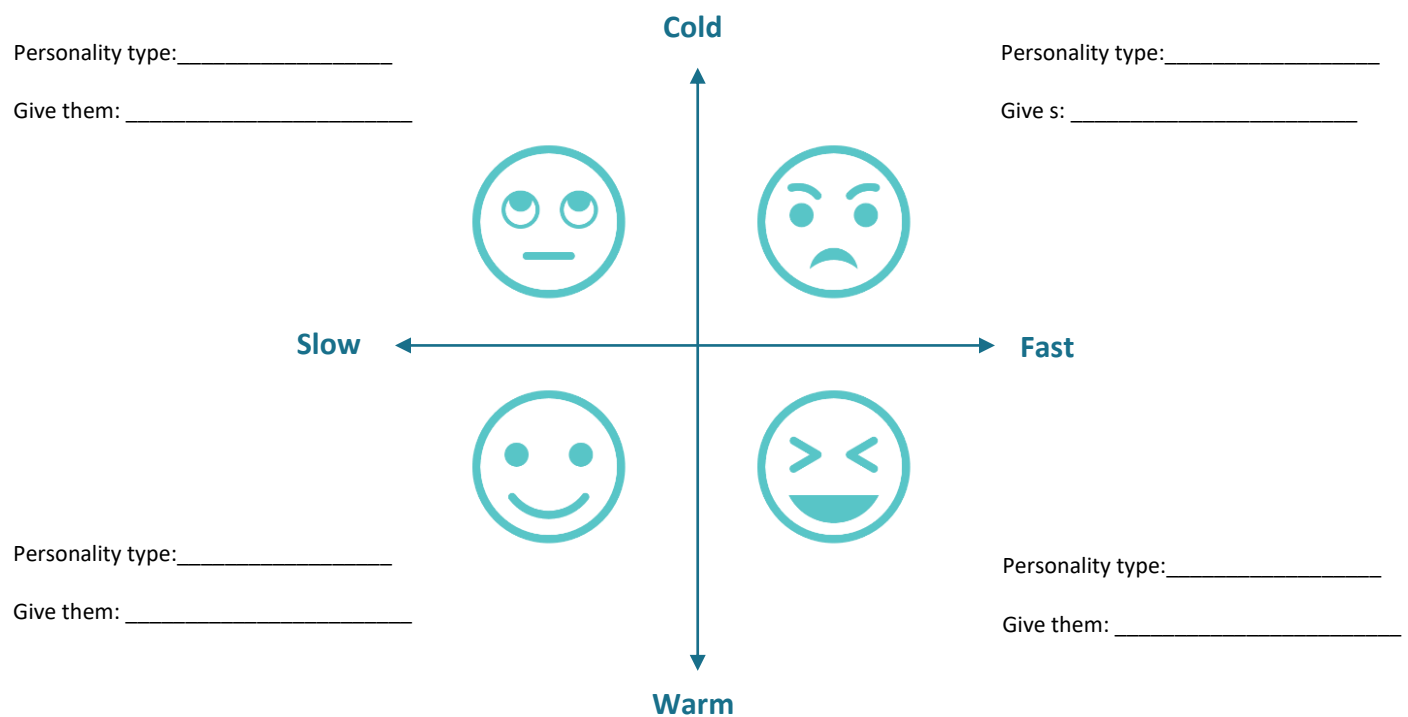
Exercise 1:

The Communication Model

1. What are the three communication techniques that you saw in Module 2.1.2?

A. Adapting to _____

The four personality types of customers are:



B. Neurolinguistics _____ is the science of establishing trust. The first three techniques that enable you to do so are:

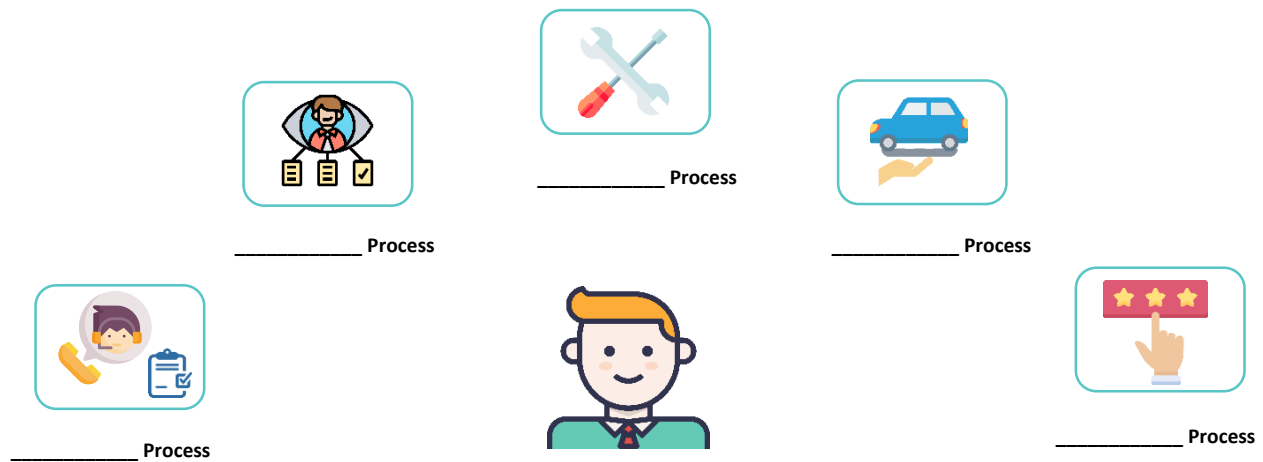
First technique: _____

Second technique: _____

Third technique: _____



2. The five stages of the Customer Servicing Process are:



3. What are the communication techniques you need to apply during the Appointment Process?
Give some examples of how and when you can use these techniques.

4. What are the communication techniques you need to apply during the Consulting Process?
Give some examples of how and when you can use these techniques.

Introduction

Alderson Service Consultants Guild Mission

To provide a service experience that will consistently surpass customer expectations through a team of highly qualified, competent, and certified dealership service professionals.

This fundamental philosophy will be applied throughout the training process.

Introduction of the Training Module

Improved customer communication and service are key to both maintaining and increasing market share.

- **To increase their market share:**

Dealerships have to diversify their operations in the service business by **focusing more on the maintenance market**. This was the reason for the creation of the *Service Dealer Marketing Associations* in 1997.

Aim of This Training Session

Throughout this *Alderson Service Consultants Guild* training session, we will provide you with tools and skills to build a trusting relationship with the customers through a professional service-selling approach, that will lead to "customers for life".

General Learning Objective

⇒ You will be able to apply the principles of consultative selling within the *Customer Servicing Process*.

Specific Learning Objectives

⇒ Specifically, you will be able to:

1. Identify why the actual situation in the automotive market favours the maintenance market.
2. Explain the principles of consultative selling.

3. Identify ways to make time to perform consultative selling.
4. Identify what product knowledge is required to perform consultative selling effectively on products.
5. Apply the professional consultative selling skills.

Part 1:

Why the Actual Situation Favours the Maintenance Market?

1. Why the Actual Situation Favours the Maintenance Market?

1.1. Reasons to Concentrate Greater Effort on the Maintenance Business

1.1.1. Decrease in National New Vehicle Ownership

- Higher priced vehicles:
- Sluggish economy.
- More used vehicles sold.
- Customers keep their vehicles longer:
 - ⇒ Average total distance travelled is 96,930 km.
 - ⇒ Average distance travelled per year is 19,114 km.
 - ⇒ Average term of ownership is 7 years.

YOU AND YOUR DEALERSHIP SHOULD START FOCUSING MORE ON OLDER VEHICLES.

- Short-term leasing business is increasing:
 - ⇒ 2 or 3-year plan.
 - ⇒ maintenance kept to a minimum.
 - ⇒ vehicles will be returned to dealerships before increased maintenance needs take effect.

1.1.2. Quality of Vehicles is Improving

- Warranty repair frequency is decreasing:
 - ⇒ Better product makes for fewer breakdowns and repairs.
- Maintenance requirements are decreasing:
 - ⇒ Maintenance intervals are longer and fewer.
 - ⇒ improvements in technology are creating fewer maintenance opportunities.
- General-type repairs are decreasing:
 - ⇒ Technology is improving.
 - ⇒ original and replacement parts have longer lifespan.
- High-tech repairs are increasing:
 - ⇒ Technology is improving, thus well-trained Technicians required.

Notes

[illegible]

1.1.3. Customers are more demanding and have more choices

- **Customers' profile**

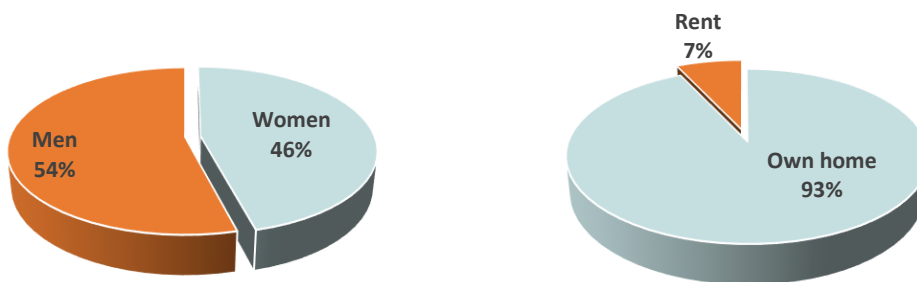
Since the beginning of the 1980's, the demographics have shifted significantly. In fact, the "baby boomers" currently hold more than 50% of the purchasing power in North America. Consequently, this segment of the population significantly affects the trend in securing vehicle servicing.

Apart from the fact that "baby boomers" have been holding a concentration of purchasing power for some time, it is to be noted that customers' buying habits have considerably evolved. In fact, today's customers are more demanding and have more choices as to where they can purchase their vehicles' service needs.

⇒ Today's service customers' characteristics:



Let's look at some facts



New Vehicle Owner - Age

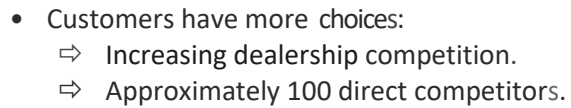
Age	Vehicle Ownership
Under 24	1%
25 - 54	50%
55 - 64	23%
65 +	26%

Source: Hedges & Company, 2020

- Customers are more demanding.
 - ⇒ Better educated.
 - ⇒ Not as loyal to any vehicle brand.
 - ⇒ Dictate market trends.
 - ⇒ **Have higher expectations.**



- NAME A FEW MORE...**



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Do you know this advertisement from Mr. Lube?

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change your mind.

WHOSE CUSTOMERS ARE THEY AIMING AT...?

Exercise 2:

Identify Your Dealership's Competitors

Instructions: Write down a few competitors your dealership may have and identify if they do business mainly in the repair or maintenance business.

Your Dealership's Competitors	Repair	Maintenance
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

⇒ See Annex 1 for suggested answers of exercise 2.

1.2. Characteristics of Repair Vs Maintenance Business

1.2.1. Differences Between the Repair and Maintenance Business

Exercise 3:

Comparative Graph Repair and Maintenance Business

Instructions: Describe how the maintenance repair business affects each element.

	Repair	Maintenance	Which One Favours the Maintenance Business?
Example: Factor that triggers off need	Breakdown	"Peace of mind motoring"	✓
Scheduling			
Labour force			
Cost of labour			
Complexity of work			
Equipment diagnosis			
Risk of comeback			
Level of customer confidence			
Availability of parts			
Competitive price			
Anxiety (customers and staff)			

⇒ Go to Annex 2 for suggested answers of exercise 3.

1.2.2. Why Should You Be in the Maintenance Business?

You must remember that the quality of vehicles is improving. Consequently, they are more reliable and require less maintenance. In other words, the **repair market is declining**. This does not mean that you should not consider being the customer's best option for repairing their vehicle. **But you should look at maintenance as a way to:**

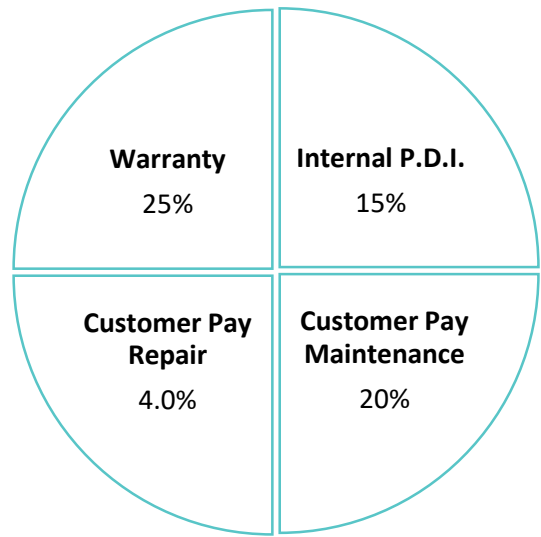
- Diversify and strengthen dealership operations.
- Improve dealership position in the market.
- Increase dealership opportunities to sell vehicles.
- Increase dealership service revenue.

What is your dealership's percentage of repairs vs maintenance services?

Here are the national percentages for each of the four elements of a dealership's business:

What is the market share YOU CAN CONTROL?

You should be in the maintenance business because it is the only market you can have some control over!



P.D.I. = Pre-delivery inspection

Notes

- The dealership should concentrate more on selling maintenance work because it...
 - 1) Allows you to demonstrate expertise and professional customer treatment.
 - 2) Allows you to be better positioned to get the customer back (extends customers' retention beyond the three-year warranty period).
 - 3) Promotes the development of a good relationship with the customers.

1.2.3. The Importance of Vehicle Maintenance

In order to "sell" a customer on the benefits of regular vehicle maintenance, you must be able to outline what the benefits are. To do so, explain to the customers:

- 1) The intervals at which it should be carried-out.
- 2) The benefits of having regular maintenance work done.

1.2.4. Why Should Customers Have Regular Maintenance Work Done on Their Vehicle?

- Here are some general benefits for the customers:
 - Decreases the incidence of mechanical failure; reduces the probability of expensive repairs.
 - Reduces fuel consumption; optimizes vehicle's life.
 - Provides "peace of mind" motoring; increases resale value.
 - Enhances overall vehicle performance.

Notes

[illegible]

For example:

Service Consultant:

“Mr. Smith, I see in your history file that your oil and filter hasn’t been changed since 8,000 km. I recommend that you have it done as the oil has exceeded its normal lifespan and will not provide the engine protection that is required. Over time it will also plug the oil filter”.

Customer:

“But, what would happen if my oil filter was not replaced until it became clogged?”.

Service Consultant:

“Dirty oil will circulate in the engine with less pressure and without being filtered. This will increase wear on all moving parts and eventually it could lead to expensive engine repairs or replacements”.



“Maintenance-type work and good customer service are the two remaining battlefields.”

Notes

1.2.5. Dealership Performing Maintenance Vs the Competition

Reasons to Perform Maintenance at a Dealership Vs the Competition

Reasons for Performing Maintenance	Manufacturer	Competition
1. Highly competent Service Consultant,	✓	
2. Can service all of maintenance needs (“one-stop shopping”).	✓	
3. Quality of manufacturer approved parts (OEM parts).	✓	
4. Factory trained Technicians	✓	
5. High-tech equipment	✓	
6. Technical support available	✓	
7. Competitive prices.	✓	
8. Excellent warranty on manufacturer installed parts).	✓	
9. Product knowledge.	✓	
10. Other reasons.		

- **What are the opportunities a dealership must promote maintenance and make it a positive experience?**

- ⇒ 86% of customers have their first lube oil and filter change made at the dealership.
- ⇒ Positioned to sell preventive service items or packages.

Name a few more....

-
-
-
-
-

[illegible]

Part 2:

Explain the Principles of Selling

2. Explain the Principles of Selling

Exercise 4:

Selling a Pen

Instructions:

- Please take out your pen and lay it on the table in front of you.
- In groups of two, pretend you want to sell each other your pen!

2.1. Major Myths Related to Selling

2.1.1. What is Your Perception of Selling?

Exercise 5:

How do you Perceive Salespersons?

2.1.2. What are the Major Myths Related to Selling?

The economy's foundation is based on buying and selling and we all have an impact on these two activities. We all are "salespeople" whether we realize it or not. Then why does the buying public hold "salespeople" in such distrust?

Myths Related to Selling	Agree	Disagree
1. You can't be a salesperson and be honest.		
2. You have to be a fast talker to be a good salesperson.		
3. A good salesperson could sell a fridge to a polar bear.		
4. A good salesperson could sell their own mother.		
5. One is born a salesperson.		
6. You can't have sales and satisfied customers.		

2.1.3. What are the Differences Between Traditional (Pressure) Selling and Consultative (Professional) Selling?

Exercise 6:

What are the Difference Between Traditional (Pressure) Selling and Consultative (Professional) Selling?

Traditional selling:

Professional selling:

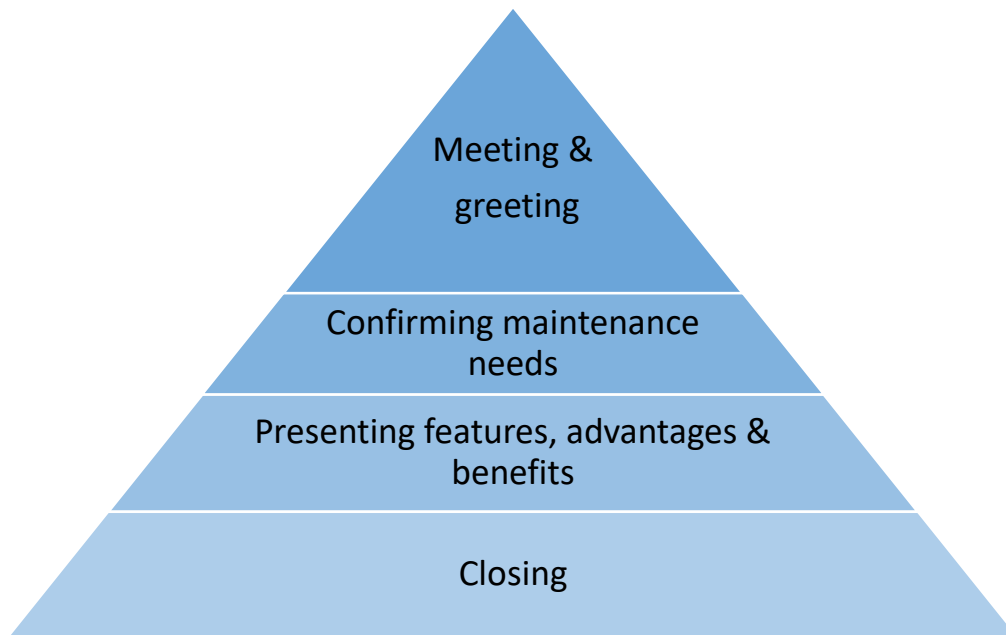
2.2.1. What Is Traditional Selling?

It is a sales technique characterized by strong **pressure** in the exchange between the sales representative and the customer.

- ⇒ The importance is put on closing the sale as soon as possible.
- ⇒ It focuses too much on hours/repair order.
- ⇒ The focus is on your needs rather than on the customer's.
- ⇒ The focus is on the closing rather than on the maintenance needs (hard sell approach).
- ⇒ The customer doesn't know exactly what happened to them; it went so fast that he has not been well informed at each step of the transaction.

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Traditional Selling



Notes

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2.2.3. What Is Consultative Selling?

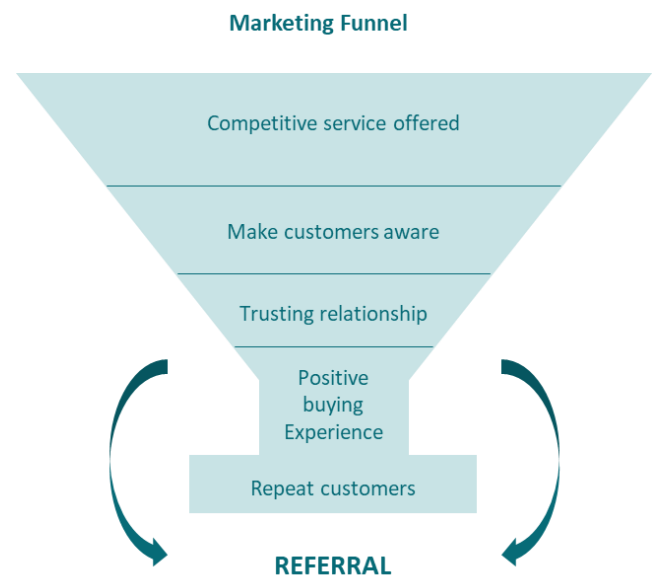
(Consultative selling will be reviewed in greater detail in the last section of this guide: Section 5 - The consultative selling process.)

Definition:

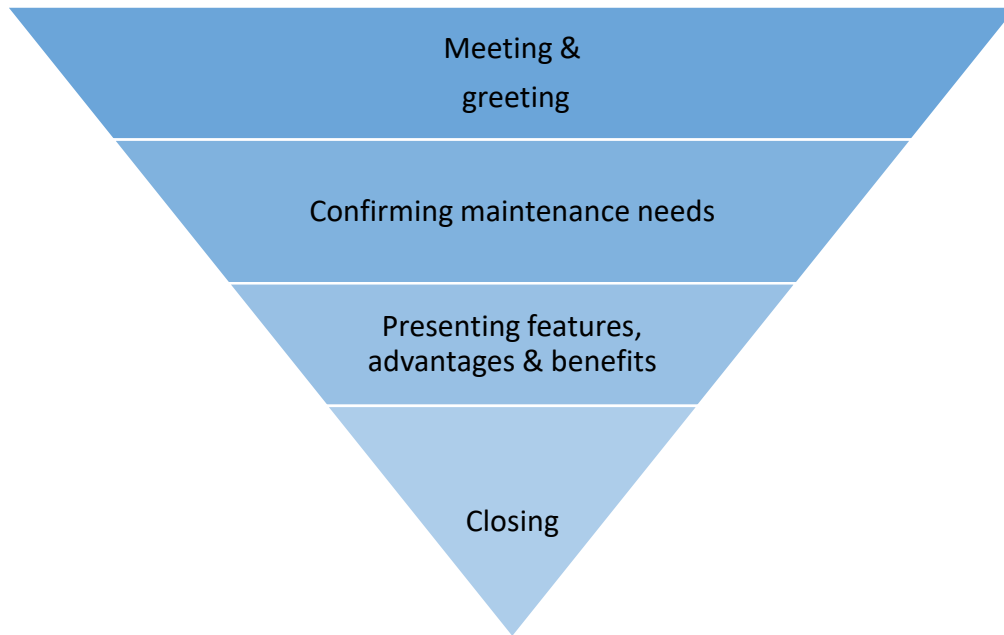
- Consultative selling means to **sell a solution that meets customer's needs.**
- It is a sales technique characterized by an atmosphere of **trust** between you and the customer.

It is not an attempt to take advantage of the customer. In the automotive service industry, it must be a business relationship that focuses on the customer's vehicle maintenance requirements based on needs. It is also based on the fact that the product and/or service offers real benefits to the customer.

By applying consultative selling, you will more than likely improve customers' perceptions about your dealership and **make them repeat buyers** and good advertisers ("word of mouth" advertising). That can be done by providing **quick, effective, and reasonably priced service.**



Consultative Selling



Notes

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Consultative selling should be seen as an extension of Customer Service.

The emphasis of consultative selling is on:

Helping the customer make the right decision, rather than using any kind of high- pressure technique that could cause resentment in the customer and reflect poorly on you and the dealership.



Satisfying the customer's needs takes care of the dollar sign!

What is the aim of consultative selling?

It is to sell in order to meet the customer's needs.

By applying consultative selling, you...	By not applying consultative selling...
1. Deal with fewer complaints.	1. Will deal with more customer complaints.
2. Improve your job satisfaction and their sense of pride from their work.	2. Decrease your job satisfaction.
3. Feel good about coming to work have a feeling of helping your customer.	3. Feel work becomes harder for everyone.
4. Can create more business (will become rewarding over time).	4. Decrease your opportunities to make more money.

Consultative selling is a lot more fun than pressure selling!

2.2.4. Important Elements of Consultative Selling

1) Establish a work routine

Apply the procedures of the *Customer Servicing Process* seen in the module (Appointment, Consulting, Repair, After-service Delivery, After-service Follow-up Processes).

2) Control your time

(will be seen in more detail in section 3)

Spread the traffic in order to have sufficient time for *important* tasks and for built-in-buffers.

3) Build credibility with customers

Customers want to know if you are **credible**, which means **they want to know if you:**

a) Are their kind of person:

⇒ Use Adaptation to the personality type and Neurolinguistic Programming techniques.

b) Understand what the customers' needs are:

You may have an initial understanding of why the customers came to the dealership. But it is important to **listen** to customers to determine **what they expect** and **what they really want**.

⇒ Use Active Listening techniques.

c) Have technical skills:

⇒ Relate to your knowledge of on-the-job procedures and to know how well you understand the vehicle's conditions.

d) Have people skills:

⇒ Relate to how you communicate with your customers and your co-workers.

e) Are able to establish a relationship of trust with them.

f) Are able to create a win-win situation:

There no longer is a "winner" and a "loser" situation, both you and your customers share the feeling of "winners".

- ***The customers win because they...***

- ⇒ Receive caring for their concerns.
- ⇒ Receive benefits from a fair price on vehicle repairs and services.
- ⇒ Get better knowledge of their vehicle's condition and the work being done (needed repairs).
- ⇒ Have better vehicle condition and performance.
- ⇒ Consult with a service professional.
- ⇒ Have the feeling of a trusting relationship with you.

- ***You win because you...***

- ⇒ Take control of the selling situation (create a favourable sales environment).
- ⇒ Are consistent in your sales methods (have more confidence in your abilities).
- ⇒ Show service selling professionalism.
- ⇒ Have a better appreciation for your job (you have an extremely important job in the dealership!)
- ⇒ Improve your self esteem (lowers turnovers, increases sales and customer satisfaction, etc.).

[illegible]

Having established you have to identify the customer's needs and then offer them the service needed, you now need to determine what is required to get this done.

- ## But...

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Note: The answers to these three questions will be covered in detail in the three following section sections.

Notes

[illegible]

Part 3:

Identify Ways to Make Time to Perform Consultative Selling

3.1. Ways You Can Manage Your Time

- ⇒ **Why, then, do some people seem to get more done...with less stress?**
- ⇒ **These people have learned to manage their time. So instead of feeling like they are always rushed and playing catch-up, they have found a workable method to accomplish important activities without constantly rushing around or forgetting important tasks.**

Notes

[illegible]

3.2. How to Make Time to Perform Consultative Selling?

After you have prioritized your daily tasks and informed your Service Manager about them, a question still needs to be answered!

- ⇒ **How can you make time to perform consultative selling?**
- ⇒ **Through the Appointment and Consulting Processes.**

3.2.1. Through the Appointment Process


- Have a well-structured appointment program:
 - ⇒ It is a necessary ingredient to be successful in selling maintenance.
 - ⇒ Refer to the example of appointment form in Module 1 (*Communication*).
- Spread the traffic on the appointment form:
 - ⇒ Allowing 10 or 15 minutes per customer will reduce line-ups in the reception area.
- Save 20 to 30% of daily time on the appointment form for "built-in-buffers":
 - ⇒ e.g. Emergencies, walk-in's, comebacks, etc.
- Schedule 70 % to 80% of daily time for customers' appointments.
- Reduce and manage incoming calls:
 - ⇒ e.g. Don't ask customer to call you. You'll call them.
 - ⇒ e.g. Ask your Service Manager to train an employee to answer service calls between 7:30 a.m. and 9:00 a.m. (to act as a short-stop).



First impressions are critical even on the phone!
It is not necessarily what you say, but what you don't say!

Exercise 7:

How Much Time Does It Take to do A Good Job in Consulting?



Consulting Process	How much time is needed?
Greeting Process	
Determine customer needs and priorities	
Perform a visual inspection with the customer	
Suggest maintenance	
Complete the repair order	
Total	

3.2.2. Through the Consulting Process

- Use 10 or 15 minutes per customer's consultation depending on the time of the appointment (10 minutes between 7:30 a.m. to 8:30 a.m. and 15 minutes after 8:30 a.m.):
 - ⇒ Allows you to focus more on customers' needs.
 - ⇒ Makes it easier to sell maintenance and repair services.
 - ⇒ Reduces line-ups in the reception area.
- Set the stage / prepare customers for maintenance selling:
- Accelerates the Consulting Process and shows customers that you care about their concerns.
- Use the Active Listening techniques:
 - Ignore distractions and **minimize interruptions**.

Notes

[illegible]

Part 4:

Product Knowledge Required to Perform Consultative Selling

4.1.2. Benefits for you Having Good Product Knowledge

- Fewer complaints and comebacks.
- Protection of the dealership's reputation and image.
- Easier and more effective sales:
 - Soft sell approach: "kinder, gentler, softer approach to selling service".
- Increased sales per customer.
- Repeat business from existing customers.
- New customer business through referrals.

4.1.3. Benefits for the Customer

- Better understanding of their vehicle's condition and the work being done.
- Better resale value.
- Budget in advance.
- Peace of mind.

NAME A FEW MORE...

- ○
○

Notes

[illegible]

4.2. Describe the Features, Advantages and Benefits of Maintenance Items

4.2.1. Definition of the Terms Features, Advantages and Benefits

<u>Features:</u>	Description of the product or service being offered. e.g. Clean battery terminals, do a road test, etc. <i>What we do to the vehicle.</i>
<u>Advantages:</u>	Reasons that one product or service is superior to another similar product or service. e.g. Lifetime warranty, original parts, etc. <i>What it does to the vehicle.</i>
<u>Benefits:</u>	What the consumer will gain from buying and using the product or service. e.g. Reduces the probability of expensive repairs, increases vehicle resale value, etc. <i>What's in it for the customer.</i>

It is important that you be able to translate all your product knowledge into features, advantages and benefits which appeal to the customer.

In the service business, it is a generally well accepted rule that **benefits are more important than features**. The reason for this is simple; when buying services, customers don't buy features, **they buy BENEFITS!** Most important, customers are more likely to buy when customer- oriented benefits are used as opposed to general benefits.

Notes

Exercise 8:

Identify Features, Advantages and Benefits of Maintenance Items

Instructions: Identify if the following statements describes a feature, an advantage or a benefit.

	Feature	Advantage	Benefit
1. Replace spark plugs.			
2. Original manufacturer-approved parts.			
3. Inspect for any holes in the exhaust system.			
4. Inspect the following safety items: brakes, suspension.			
5. Perform a road test.			
6. Lifetime warranty on the muffler.			
7. Designed to muffle engine sounds.			
8. Clean battery terminals.			
9. Peace of mind motoring.			
10. Inspect suspension components.			
11. Prevents expensive repairs.			
12. A well-maintained vehicle may have a higher resale value.			
13. Ensures dependable control.			
14. Tap exhaust and investigate weak areas.			
15. Manufacturer trained Technicians.			
16. Enhances overall driving performance.			

- Go to Annex 3 for the suggested answers of exercise 8.

4.2.2. What is Selling Maintenance by Items?

- **Selling maintenance by items** is selling all needed services one item at a time.
e.g.: Wheel alignment or tire rotation, etc.

4.2.3. What are the Features, Advantages and Benefits of Some Maintenance Items?

Exercise 9:

List the Features, Advantages and Benefits of Some Maintenance Items

Instructions:

- List the features, advantages and benefits of each maintenance item listed below. Then discuss your answers as a group.

1. Tire rotation:

Features:

Advantages:

Benefits:

2. Four-wheel alignment:

Features:

Advantages:

Benefits:

3. Cooling system service:

Features:

Advantages:

Benefits:

4. Automatic transmission/transaxle service:

Features:

Advantages:

Benefits:

5. Air conditioning service:

Features:

Advantages:

Benefits:

6. Major tune-up (emission control service):

Features:

Advantages:

Benefits:

7. Brake system maintenance service:

Features:

Advantages:

Benefits:

- Go to Annex 4, for the suggested answers of exercise 9. See also Annex 5, for the features, advantages and benefits of genuine manufacturer parts.

Remember....selling should always be benefit-oriented!

Notes

4.3. Using Maintenance Schedules

4.3.1. Facts About Dealership and Manufacturer Maintenance Schedules

Every new vehicle is equipped with an essential source of information: An Owner's manual which includes the manufacturer's maintenance schedules. These schedules cover the maintenance necessary to keep the vehicle safe and dependable.

There are different maintenance schedules for:

- Passenger vehicles.
- Light trucks.
- As well as different driving habits or needs (e.g. trailer towing, extended idling, etc.).

It is essential that you be aware and understand the manufacturer's maintenance schedule for every vehicle sold in your dealership. They are your primary tools in pointing out recommended products and services. They are also needed in supporting your selling efforts. Therefore, periodic review of a passenger vehicle and a light truck owner's manual is a requirement.

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- **98%** of customers use their vehicle for **short trips**.
- **2%** for **long trips**.



- Note:**

- Alderson**
Service • CONSULTANTS • Guild

- Follow the **SHORT TRIP** maintenance schedule, if **ANY ONE** of these conditions is true for the customer's driving habits:
 - Most trips are less than 8 to 16 kilometres:
 - This is particularly important when outside temperatures are below freezing.
 - Most trips include extensive idling, such as frequent driving in stop-and-go traffic.
 - Most trips are through dusty areas.
 - When the customer is frequently towing a trailer or uses a carrier on top of their vehicle.
 - When the customer's vehicle is used for delivery service, police, taxi or other commercial application.
- Follow the **LONG TRIP** maintenance schedule if **NONE** of the conditions from the short trip maintenance schedule are similar to the customer driving habits.

Exercise 10:

What is Your Dealership's Maintenance Schedule?

Instructions:

- Individual exercise and group discussion.
- Indicate your dealership 's maintenance schedule on the following chart.
- For those who forgot to bring it, complete the following chart as best as you can.
- After having completed this graph go to Annex 6, to find the **manufacturer's maintenance schedules and compare your results.**

Dealership's maintenance schedule (Based on short trip schedule and on 20,000 km per year)			
Km's	Months	2016 Accord	2018 Raptor
5,000			
10,000			
15,000			
20,000			
25,000			
30,000			
35,000			
40,000			
45,000			
50,000			

4.3.3. Can You Justify These Maintenance Schedule Differences to the Customers?

If a customer had consulted their manufacturer's maintenance schedule (owner's manual) prior to their service visit, and you firmly recommended maintenance needs and/or intervals that do not reflect those specified by the manufacturer, **this will most likely have a negative impact on this customer.**

- **What is the impact of these differences on customers?**

⇒ What are the long-term effects of using your **dealership's** (stacked) maintenance schedule?

- Negative customer perception (trust).
- Negative dealership's image/reputation.
- Non-competitive pricing.
- Quality and cost of ownership of vehicle becomes questionable in customer's mind.

**And most importantly:
A decrease in customer retention**

⇒ What are the long-term effects of using the manufacturer's maintenance schedule?

- Positive customer perception (trust).
- Positive dealership's image/reputation.
- Uniformity across all dealerships.
- Competitive pricing.
- Quality vehicle image is portrayed.

**And most importantly:
An increase in customer retention**

Notes

4.4. The Features, Advantages and Benefits of the Manufacturer's Maintenance Packages

4.4.1. What is Selling Maintenance by Packages?

As opposed to selling maintenance by items...

- **Selling maintenance by packages is selling many services at once.**
 - ⇒ e.g. 10 000 km service (Change engine oil and filter, lubricate chassis components and rotate tires).

4.4.2. Benefits of Selling Maintenance by Packages

- **Benefits for the customer**
 - ⇒ Advises them of all current maintenance needs (beyond an "oil and filter change").
 - ⇒ Is an aid towards ensuring warranty and/or service contract coverage.
 - ⇒ Reduces extra service trips to the dealership.
 - ⇒ Less of a hassle.
- **Benefits for you and the dealership:**
 - ⇒ Easier to sell:
 - Only one sale (pre-authorises needed maintenance/ customer purchases only once).
 - ⇒ Demonstrates the dealership's ability of taking care of the customer's vehicle while he is here and before he has a "problem".
 - ⇒ Shows professionalism.

Notes

- Here are the principles you should be aware of to sell maintenance by packages.

You should:

- 1) Master the elements of maintenance items and packages.
- 2) Master the features, advantages and benefits of each maintenance item and package.
- 3) Always offer maintenance items and packages based on customers' needs.

Notes

[illegible]

4.4.4. What are the Features, Advantages and Benefits of Some Maintenance Packages That You Should Offer to Your Customers According to the Manufacturer's Maintenance Schedules?

Exercise 11:

List the Features, Advantages and Benefits of Some Maintenance Packages

Instructions:

- Select a vehicle, make and model in your group and list the features, advantages and benefits of the maintenance package.
- **Vehicle mileage:** 25,000 km.

Features:

Advantages:

Benefits:

Exercise 11:

List the Features, Advantages and Benefits of Some Maintenance Packages (Cont'd)

Instructions:

- Use the same vehicle, make and model selected in your group and list the features, advantages and benefits of the maintenance package.
- **Vehicle mileage:** 50,000 km.

Features:

Advantages:

Benefits:

Exercise 11:

List the Features, Advantages and Benefits of Some Maintenance Packages (Cont'd)

Instructions:

- Use the same vehicle, make and model selected in your group and list the features, advantages and benefits of the maintenance package.
- **Vehicle mileage:** 100,000 km.

Features:

Advantages:

Benefits:

Exercise 11:

List the Features, Advantages and Benefits of Some Maintenance Packages (Cont'd)

Instructions:

- Use the same vehicle, make and model selected in your group and list the features, advantages and benefits of the maintenance package.
- **Vehicle mileage:** 120,000 km.

Features:

Advantages:

Benefits:

- Go to Annex 7, for the suggested answers of exercise 11.

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Part 5:

Apply the Consultative Selling Process

5.1. The Consultative Selling Process

The consultative selling process:

- The ultimate goal of the consultative selling process:**



Notes

[illegible]

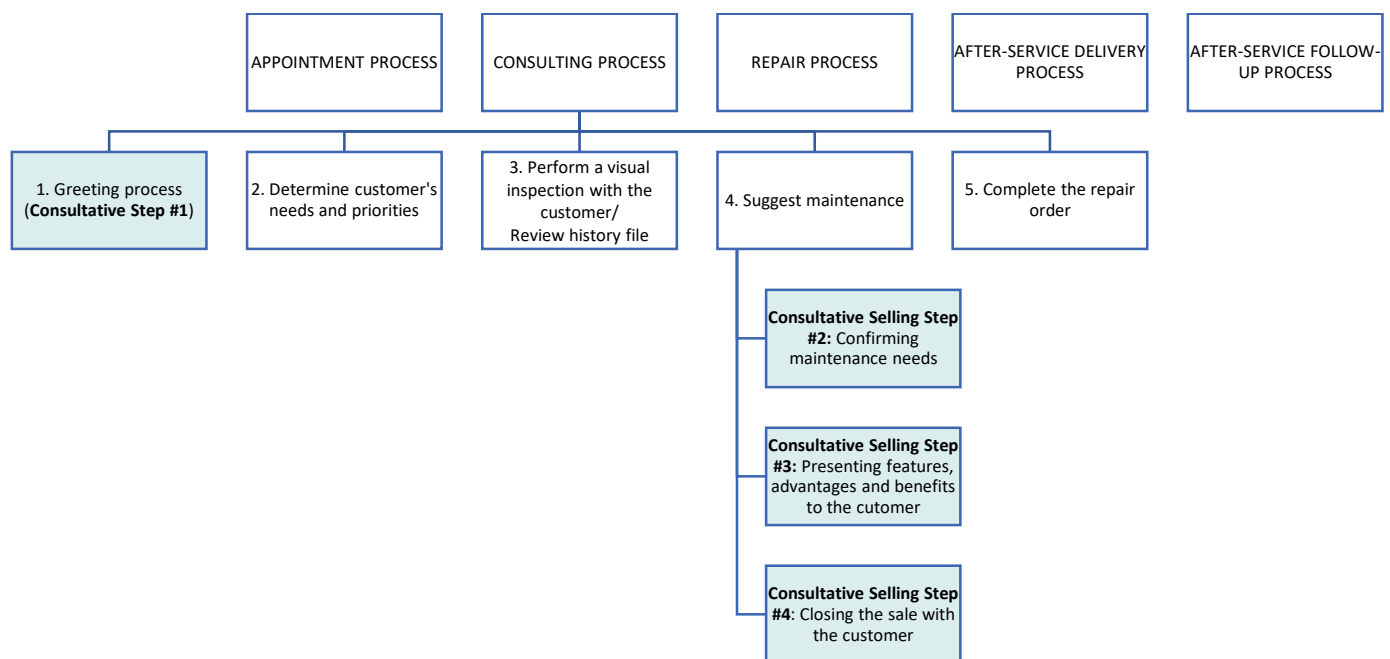
5.1.1. The 4 Steps of the Consultative Selling Process

1. Meeting and greeting the customer.
2. Confirming maintenance needs.
3. Presenting features, advantages & benefits to the customer.
4. Closing the sale with the customer.

Note:

The consultative selling process is primarily performed during the CONSULTING PROCESS but could be used at any step of the *Customer Servicing Process*.

The consulting process is part of the *Customer Servicing Process*.



"Most customers' decisions to buy needed service and/or additional work is established within the first three minutes of the Consulting Process."

Consultative Selling Step # 1: Meeting and Greeting the Customer

Meeting and greeting is very important, primarily because it is **your first face-to-face encounter with your customer.**

Behaviour towards you is going to be based on the opinion the customer forms about you in those first few moments...THEIR FIRST IMPRESSION.

A customer feeling <u>little trust</u> ..	A customer feeling <u>more trust</u> ...
... gives minimal information.	... volunteers information.
... gives only yes or no answers.	... gives lengthy answers.
... gives sceptical statements.	... gives positive statements.
... doesn' t look at you.	... looks at you often.
... folds arms or clenches hands.	... relaxes arms and hands.

- **Techniques for meeting and greeting**

1. Greet the customer professionally ("Good morning" or "Good evening").
2. Introduce yourself.
3. Ask the customer' s name.
4. Identify the type of visit (Service, body shop, etc.).
5. Confirm if the customer has an appointment.
6. Ask: "How may I help you?".
7. Help the customer feel comfortable.

Notes

Examples:

Service Consultant:

"Good morning Sir.

*Welcome to **ABC Motors**.*

*I'm **Steven Brown**; and may I have your name please?*

Did you have the opportunity to make an appointment with us?

How may I help you?"

Service Consultant:

"Good morning Miss.

*I'm **Steven Brown**.*

*I would like to welcome you to **ABC Motors**.*

And your name is? Did you have the chance to make an appointment?

How may I help you?"

(We will see the continuity of this example in the Consultative Selling Step # 2: Confirming maintenance needs).

⇒ You should:

- Attempt to gain control of the selling situation by putting your customer at ease.
To accomplish this effectively the **first impression is everything!**
- Be careful how you look (proper grooming and dress).
- Be careful how you sound (enthusiasm and confident manner).
- Be careful how you project yourself (competence and professionalism).

Notes

- **You should adapt to your customer's personality type.**

⇒ For example, a customer who is:

- **Analytical** will most likely communicate better with you if you give them lots of details when presenting the features, advantages and benefits of a maintenance package.
- **Dominant** will react best if you get straight to the point, asking them what his needs and expectations are right after the meeting and greeting step.
- **Friendly** type of person will relate best if you tell them that he made the right decision in having their vehicle's engine emission control system serviced (tune-up).
- **Expressive** type of person will most likely relate best to you if you are enthusiastic while meeting with them.



The final objective in the meeting and greeting process is to provide for a free and easy transition to the next consultative selling process which is **CONFIRMING MAINTENANCE NEEDS**.

Notes

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Exercise 12:

Role Playing on Meeting and Greeting the Customer

Instructions:

- As a group, you must come up with 4 scenarios that describe a customer coming into the dealership. These 4 scenarios are written on the board.
 - Name of customer.
 - Type of visit.
 - If the customer had a chance to make an appointment or not.
 - The reason of the visit.
- The trainer role plays the first scenario with a volunteer.
- He then chooses participants to do the same role play and then the following ones.

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Consultative Selling Step # 2: Confirming Management Needs

In the first step of the consultative selling process, you helped your customer feel comfortable. In this second step, you need to confirm their maintenance needs and you want to **come to an agreement with them on what those needs are**.

- You are **not ready yet to suggest a solution** which will solve the vehicle's condition.
- And if you have found a possible vehicle repair or maintenance need during this step, it is **too early in the consultative selling process to ask the customer to buy**.

⇒ **But what happens when you do so?**

- Most often, customers will not like your recommendation.
- That is because you have based your recommendation on your own thoughts and not necessarily on your understanding of the customer's opinion of the condition of their vehicle.
- This can cause a further "problem", because now **your customer may feel you are trying to high-pressure them into buying**.

e.g. Consider for a moment what your own position might be if a real estate agent began showing you houses, without ever knowing how many bedrooms you need or want, how many people are in your family, how much you can afford, and if you prefer to live in the city, suburbs, or country?

- ⇒ Similarly, customers have needs, desires and financial limits.
- ⇒ You need to know what these needs are before you can ever consider recommending maintenance services.

- **Techniques for confirming maintenance needs.**

You should:

1. Identify opportunities.
2. Ask qualifying questions based on the customer's explanations of the condition of their vehicle.
3. Determine and confirm if the opportunity presented by the vehicle's condition corresponds to a need for the customer.

- **What is the difference between an opportunity and a need?**

⇒ An **opportunity** is a vehicle condition that the customer may or may not be aware of for which your product or service can offer a solution.

⇒ A **need** is a condition for which the customer has expressed the desire to see taken care of:

e.g. A customer comes in the Service Department because he wants their brake pads to be replaced. After inspection, the Technician informs you that there is an urgent need to replace one of the front struts which is leaking badly.

- The **need** is the brake pads should be replaced. The customer expressed the desire to have it looked at or fixed.
- The **opportunity** is that one of the front struts needs to be replaced (the customer wasn't aware of that condition). At this point, for this to become a need, you have to confirm if the customer desires to see this condition looked after.

To confirm their maintenance needs, you must use efficient communication techniques.

- **A time to talk, a time to keep quiet when confirming maintenance needs.**

⇒ You shouldn't:

- Rush things! When you ask the customer a question, give them time to respond.
- Worry about pauses.
- Break the silence, therefore encouraging the customer to react.

Remember this advice...keep quiet while waiting for an answer. Too often individuals talk their way down out of a sale!

- **Use lead-in questions to confirm maintenance needs**

⇒ You should start confirming maintenance needs by asking **lead-in questions**.

⇒ Lead-in questions are questions that open the discussion towards maintenance service. A lead-in question uses the opportunity you have identified (based on the condition of the vehicle) and allows you to confirm that you are in fact dealing with a need.

Example:

Service Consultant:

"Mr. Smith, I see that your 2018 Civic has more than 55,000 km on it. Did you know that the manufacturer recommends a cooling system service at 24 months or 50,000 km?"

Mr. Smith:

"No, I wasn't aware of that. Can you explain what it includes?"

Note

- ⇒ You are now ready to **present the features, advantages and benefits** to Mr. Smith.
- ⇒ You must always ask questions and listen attentively to the customer's answers to discover the reasons why he is consulting with you. Only by doing this can you confirm their maintenance needs and sell from the customer's viewpoint. ***(We will see the continuity of this example in the Consultative Selling Step #3: Presenting the features, advantages and benefits to the customer.)***

**Questioning and listening helps establish a MUTUAL AGREEMENT
regarding the maintenance needs!**

**THE IDEA IS TO CONSULT WITH THE CUSTOMER TO DETERMINE WHAT HIS
TRUE NEEDS ARE... NOT TO OVER-SELL!**

Exercise 13:

Using Lead-In Questions to Confirm Maintenance Needs

Instructions:

- In each of the following case studies, use the information provided to formulate lead-in questions that will help you confirm maintenance needs.

Case Study	Possible Lead-In Questions
1. Mr. Garvis' vehicle has 2 worn out tires on the front and the rears need replacement soon.	
2. Mrs. Cavalieri's 2018 Civic has 48,000 km on it and she is leaving soon to spend the winter with her sister in Florida. She will be driving down there.	
3. Mr. Howard's previous repair order mentioned that the shocks on his Cavalier needed to be replaced in the near future. It has been 4 months since Mr. Howard's last visit.	
4. During your walkaround with Mr. McBean, you notice that there were 2 marker lights out on his vehicle.	

Consultative Selling Step # 3: Presenting Features, Advantages and Benefits to the Customer

Now that you have confirmed their maintenance needs, you are now ready to present the features, advantages and benefits of a maintenance item or package.

This consultative selling step is your opportunity to firmly establish your **credibility** and to demonstrate your **knowledge and expertise**.

With a sound understanding of the Manufacturer maintenance schedules, the features, advantages and benefits of maintenance items or packages, the warranty and other guidelines, SELLING NEEDED SERVICES will be much easier for **you**.

- **Techniques for presenting features, advantages and benefits to the customer**

You should...

1. Describe the **features** of the recommended maintenance item or package and how they will apply to the customer's vehicle condition.
2. State some of the **advantages** of that maintenance item or package that make it superior to another similar product or service.
3. Explain some of the **benefits** that the customer will gain from buying and using the recommended maintenance item or package.
4. Try not to give the customer the maintenance item or package cost before having finished presenting features, advantages and benefits to the customer. This may lead to an instant objection.

DON'T USE ALL OF YOUR CARDS AT ONCE!

REMEMBER....

- ⇒ **Features have benefits.**
- ⇒ **Benefits create interest.**
- ⇒ **Interest fuels desire.**
- ⇒ **Desire precipitates ACTION.**

Benefits are the logical reasons that enable a customer to act on the emotional desire to buy.

- **Characteristics of a features, advantages and benefits presentation**
 - a) Do not use acronyms or technical terms the customer wouldn't understand.
 - b) Use Neurolinguistic Programming techniques.
 - c) Keep the customer mentally and physically involved.
 - d) Handle distractions or interruptions calmly.
 - e) Use lead-in questions.
- **Using features, advantages and benefits sales presentation.**



The goal of sales presentation is to demonstrate an effective solution to the customer. Moreover, it is to explain that solution and how it will benefit the customer.

You should make your presentation by using your personal style and capitalize on your strengths. You should practice your sales presentation quite often.

- ⇒ Previously, in the Consultative Step no. 2: Confirming maintenance needs, Mr. Smith responded that he wasn't aware that their vehicle needed to have a cooling system serviced at 55,000 km. He was inquiring as to what it consisted of.

Service Consultant:

"Mr. Smith, the cooling system service consists, amongst other things, in performing a pressure test for internal and external leaks. It is highly recommended given our climatic conditions and it will help avoid engine overheating during hot summers and coolant freezing in sub-zero winters. It also improves heater and air conditioning performance".

Customer:

"OK, but how much does it cost?"

(We will see the continuity of this example in the consultative selling step no. 4: Closing the sale with the customer.)

- ⇒ The purpose of the Service Consultant's response was to make the customer aware of the features, advantages and benefits of a cooling system service.
- ⇒ **You are now ready to give the cost and close the sale.**

Note: In the sales presentation, you may tend to use technical terms. However, this will confuse the customer who is unfamiliar with the terminology. **It is important to talk to the customer using terms he can understand.**

**MAKING SURE THE CUSTOMER UNDERSTANDS YOU IS AS IMPORTANT AS
MAKING SURE YOU UNDERSTAND THE CUSTOMER!**

When suggesting a vehicle's maintenance item or package, remember that talking about the correction is not the most important, but rather talking about how the correction will resolve the vehicle condition and how it will satisfy the maintenance needs.



Customers don't buy our products or services...they buy what they believe the benefits our products or services bring them.

- **Using sales tools and aids during your presentation.**
 1. **Maintenance displays** (new and old parts):
 - ⇒ Shows the customer the effects of avoiding regularly scheduled maintenance.
 2. **Manufacturer maintenance schedule:**
 - ⇒ Be familiar with the *General Motors* owner's manual so quick reference can be made to the various maintenance requirements.
 3. **Menu pricing:**
 - ⇒ Customers buy solutions or needed services, not parts and labour. Presenting a complete price for a maintenance item or repair package eliminates customer dissatisfaction due to hidden costs.
 4. **Quick pricing guide:**
 - ⇒ Excellent tool for giving customer a complete price for a maintenance item/package or repair in a quick and professional manner.

Name a few more sales tools...

-
-
-

The presentation of features, advantages and benefits to the customer is nothing more than the preparation for closing the sale with them.

Notes

Exercise 14:

Case Study: Presenting the Features, Advantages and Benefits to the Customer

Consultative Selling Step #3 : Presenting the features, advantages and benefits to the customer.

Length: 15 minutes (Group exercise).

Instructions:

- One volunteer reads the instructions and the scenario aloud.
 - As a group, discuss on how to present the features, advantages and benefits of a maintenance **package** to the customer (based on maintenance schedule).
 - The trainer will act as a moderator.
- ⇒ Remember not to close the sale with the customer yet, you will get to do so in the next case study exercise.

Note: This scenario will be used for the subsequent case study exercise no. 15.

Techniques to present the features, advantages and benefits to the customer:

1. Describe the **features** of the recommended maintenance package and how they will apply to the customer's vehicle condition.
2. State some **advantages** that the maintenance package recommended that make it superior to another similar product or service.
3. Explain some of the **benefits** that the customer will gain from buying and using the recommended maintenance package.
4. Try not to give the maintenance package cost before having finished presenting the features, advantages and benefits to the customer.

Exercise 14:

Case Study: Presenting the Features, Advantages and Benefits to the Customer (Cont'd)

Scenario:

Mr. Jones comes in for a brake condition and he has made a service appointment. He mentions that his brakes are very low. Mr. Jones owns a *2018 Civic* and the odometer reading is 53,000 km. Mr. Jones has always serviced his vehicle at this dealership, but **none** of the following maintenance items (recommended by the maintenance schedule) have been done according to Mr. Jones' history file:

- 1) 30,000 km tire rotation.
- 2) 40,000 km brake system inspection.
- 3) 50,000 km tune-up (emission control service).
- 4) 50,000 km engine drive belt inspection.

⇒ **You recommend a brake system inspection as part of a maintenance package, including all the above maintenance items**

⇒ **This maintenance package cost is \$239.95 plus taxes.**

QUESTION:

How should you present the features, advantages, and benefits of this maintenance package to Mr. Jones?

Consultative Selling Step # 4: Closing the Sale with the Customer

Closing the sale with the customer should be a natural step to take now.

In the first three consultative selling steps, you have shown that your interest is to **HELP** your customer, not just to **SELL** them maintenance items or packages.

- **Techniques for closing the sale:**

1. Offer alternatives.
2. Develop an action plan.
3. Conclude the sale.

- 1. Offer alternatives to your customers**

- In some cases, you may take the discussion to another level that implies acceptance by the customer. It is called offering alternatives (alternate propositions).
- Previously, in Consultative Step # 3, the Service Consultant has presented the features, advantages and benefits of a cooling system service and was ready to close the sale with Mr. Smith. **Now you are ready to offer them alternatives.**

Service Consultant:

"It would be more convenient for you to have your cooling system serviced while your vehicle is in for servicing. What time would best suit you? 3:00 pm? How about 4:00 pm.?"

Mr. Smith:

"4:00 pm. is OK".

- 2. Develop an action plan**

- This technique is very much like offering alternatives. It consists in developing an action plan for approval by the customer and recapping all information about the vehicle's work and personal arrangements.

Service Consultant:

"We can fix the stalling condition and then do the cooling system service. The vehicle will be ready at 4:00 pm. Can I reach you at your office in case there are other developments?"

Mr. Smith:

"Yes, of course".

Remember to KEEP QUIET and let the customer answer the questions!

3. Conclude the sale

In many situations, closing the sale happens naturally. The customer agrees with your recommendations and decides to have the service done.

- **You are now ready to document key information on the repair order including:**

- ⇒ The reasons why the customer brought in his vehicle (e.g. the customer's needs).
- ⇒ What services are to be performed on the vehicle and the cost.
- ⇒ Method of payment.
- ⇒ In the case where the customer has to pay, ask the customer if he wants the old parts.
- ⇒ Other special arrangements and general conditions of the contract.
- ⇒ If customer agrees, ask for their signature and give them a copy of the repair order.
- ⇒ Finally thank the customer for their business.

YOU SHOULD PUT ALL YOUR EFFORTS INTO GIVING YOUR CUSTOMERS ENOUGH VALUE SO THAT IN THEIR EYES THEY CANNOT AFFORD TO GO ELSEWHERE

Without the close, there is no sale.

For this module, we won't demonstrate how to overcome objections. We will have the chance to get in much greater depth when we will meet for Module 4. "Overcoming Objections".

"As long as you give the customer something worth paying for, he will pay you!"

Source: Tom Peters, *"A passion for excellence"*.

Closing is the process of helping people make decisions that are good for them.



CLOSING THE SALE WITH YOUR CUSTOMER IS SIMPLE!

CONSULTATIVE SELLING SCRIPT (recap) between Mr. Smith and the Service Consultant, Steven Brown.

Service Consultant:

*"Good morning Sir. Welcome to **ABC Motors**. I'm **Steven Brown** and may I have your name please? Did you have the opportunity to make an appointment with us? How may I help you?"*

Mr. Smith:

"I'm John Smith and I have an appointment at 9:30 am. for a lube oil & filter change."

Service Consultant:

"Mr. Smith, I see that your 2018 Civic has more than 55,000 km on it. Did you know that the Manufacturer recommends a cooling system service at 24 months or 50,000 km?"

Mr. Smith:

"No, I wasn't aware of that. Can you explain what it includes?"

Service Consultant:

"Mr. Smith, the cooling system service consists, amongst other things, in performing a pressure test for internal and external leaks. It is highly recommended given our climatic conditions and it will help avoid engine overheating during hot summers and coolant freezing in sub-zero winters. It also improves heater and air conditioning performance."

Customer:

"OK, but how much does it cost?"

Service Consultant:

"It cost \$169.95 plus taxes. It would be more convenient for you to have your cooling system serviced while your vehicle is in for servicing. What time would best suit you? 3:00 pm? How about 4:00 pm.?"

Mr. Smith:

"4:00 pm. is OK".

Service Consultant:

"We can do the lube, oil and filter-and then the cooling system service. The vehicle will be ready at 4:00 pm. Can I reach you at your office in case there are other developments?"

Mr. Smith:

"Yes, of course".

Notes

Exercise 15:

Case Study: Closing the Sale with the Customer

Consultative Selling Step # 4: Closing the sale with the customer.

Length: 25 minutes (Group exercise).

Instructions:

- One volunteer reads the instructions and the scenario aloud.
- As a group, discuss on how to close the sale with the customer.
- The trainer will act as a moderator.

Previous case study scenario:

The maintenance package recommended to Mr. Jones was:

- 1) 30,000 km tire rotation.
- 2) 40,000 km brake system inspection.
- 3) 50,000 km tune-up (emission control service).
- 4) 50,000 km engine drive belt inspection.

⇒ **This maintenance package cost is \$239.95 plus taxes.**

Techniques to close the sale with the customer:

- 1) Offer alternatives.
- 2) Develop an action plan.
- 3) Conclude the sale.

QUESTION:

How should you close the sale with Mr. Jones?

⇒ **Mr. Jones accepts all your recommendations**

5.2.1. Use the Consultative Selling Skills

The trainer will act as a moderator.

[illegible]

Exercise 16:

Role Playing Consultative Selling Four-Step Process

Consultative Selling Process

1. Meeting and greeting the customer.
2. Confirming maintenance needs.
3. Presenting features, advantages, and benefits to the customer.
4. Closing the sale with the customer.

Length: 60 minutes (20 minutes for each participant).

Team and group exercise.

General information:

Customer's name: Paul Lemieux
Type of vehicle: 2018 Civic
Odometer reading: 32,000 km
Vehicle condition: Brake lights don't work

⇒ Manufacturer's maintenance schedule recommendations at 30,000 km are:

- Lube, oil & filter change.
- Tire rotation.
- Inspection of: brakes, suspension, exhaust system, throttle linkage.

Observation Form (Checklist) for the Observers

Service Consultant no. 1: _____

The Service Consultant...

1. Meeting and Greeting the Customer	Satisfactory	Needs improvement	Not applicable
Did they greet the customer in a professional manner (including proper grooming, enthusiasm in their voice, etc.), introducing them self and asking for the customer's full name as they arrives?			
Did they identify the type of visit (Service, body work, etc.)?			
Did they confirm that the customer had made an appointment?			
Did they ask the customer how they could be of service, for example: "How may I help you"?			
Did they help the customer feel comfortable?			
Did they adjust to the customer's personality?			
2. Confirming Maintenance Needs	Satisfactory	Needs improvement	Not applicable
Did they identify the customer 's maintenance needs?			
Did they ask qualifying questions based on the customer's explanation of the condition of their vehicle?			
Did they examine the customer's history file to confirm the vehicle's maintenance needs?			
Did they examine the manufacturer's maintenance schedule to confirm the vehicle's maintenance needs?			
Did they determine and confirm if the vehicle's condition is corresponding to a need for the customer?			

Service Consultant no. 1: _____

The Service Consultant...

3. Presenting Features, Advantages and Benefits	Satisfactory	Needs improvement	Not applicable
Did they greet the customer in a professional manner (including proper grooming, enthusiasm in their voice, etc.), introducing them self and asking for the customer's full name as he arrives?			
Did they describe the features of the maintenance item or package recommended to the customer?			
Did they describe how these features will apply to the customer's vehicle condition?			
Did they state some of the advantages of the recommended maintenance item or package which make it superior to another similar product or service?			
Did they explain some of the benefits that the customer will gain from buying and using the recommended maintenance item or package?			
Did they restrain from giving the cost of the maintenance item or package before having finished presenting features, advantages and benefits to the customer?			
4. Closing the Sale with the Customer	Satisfactory	Needs improvement	Not applicable
Did they offer alternatives (alternate propositions) that imply acceptance by the customer?			
Did they develop and present an action plan to the customer that recaps all information about the vehicle's work and all personal arrangements?			
Did they conclude the sale in a professional manner?			
Did they document the necessary information on the repair order?			

Service Consultant no. 2: _____

The Service Consultant...

1. Meeting and Greeting the Customer	Satisfactory	Needs improvement	Not applicable
Did they greet the customer in a professional manner (including proper grooming, enthusiasm in their voice, etc.), introducing them self and asking for the customer's full name as they arrived?			
Did they identify the type of visit (Service, body work, etc.)?			
Did they confirm that the customer had made an appointment?			
Did they ask the customer how he could be of service, for example: <i>"How may I help you?"</i>			
Did they help the customer feel comfortable?			
Did they adjust to the customer's personality?			
2. Confirming Maintenance Needs	Satisfactory	Needs improvement	Not applicable
Did they identify the customer 's maintenance needs?			
Did they ask qualifying questions based on the customer's explanation of the condition of their vehicle?			
Did they examine the customer's history file to confirm the vehicle's maintenance needs?			
Did they examine the manufacturer's maintenance schedule to confirm the vehicle's maintenance needs?			
Did they determine and confirm if the vehicle's condition is corresponding to a need for the customer?			

Service Consultant no. 2: _____

The Service Consultant...

3. Presenting Features, Advantages and Benefits	Satisfactory	Needs improvement	Not applicable
Did they greet the customer in a professional manner (including proper grooming, enthusiasm in their voice, etc.), introducing them self and asking for the customer's full name as he arrives?			
Did they describe the features of the maintenance item or package recommended to the customer?			
Did they describe how these features will apply to the customer's vehicle condition?			
Did they state some of the advantages of the recommended maintenance item or package which make it superior to another similar product or service?			
Did they explain some of the benefits that the customer will gain from buying and using the recommended maintenance item or package?			
Did they restrain from giving the cost of the maintenance item or package before having finished presenting features, advantages and benefits to the customer?			
4. Closing the Sale with the Customer	Satisfactory	Needs improvement	Not applicable
Did they offer alternatives (alternate propositions) that imply acceptance by the customer?			
Did they develop and present an action plan to the customer that recaps all information about the vehicle's work and all personal arrangements?			
Did they conclude the sale in a professional manner?			
Did they document the necessary information on the repair order?			

Service Consultant no. 3: _____

The Service Consultant...

1. Meeting and Greeting the Customer	Satisfactory	Needs improvement	Not applicable
Did they greet the customer in a professional manner (including proper grooming, enthusiasm in their voice, etc.), introducing them self and asking for the customer's full name as they arrived?			
Did they identify the type of visit (Service, body work, etc.)?			
Did they confirm that the customer had made an appointment?			
Did they ask the customer how he could be of service, for example: <i>"How may I help you?"</i>			
Did they help the customer feel comfortable?			
Did they adjust to the customer's personality?			
2. Confirming Maintenance Needs	Satisfactory	Needs improvement	Not applicable
Did they identify the customer 's maintenance needs?			
Did they ask qualifying questions based on the customer's explanation of the condition of their vehicle?			
Did they examine the customer's history file to confirm the vehicle's maintenance needs?			
Did they examine the manufacturer's maintenance schedule to confirm the vehicle's maintenance needs?			
Did they determine and confirm if the vehicle's condition is corresponding to a need for the customer?			

Service Consultant no. 3: _____

The Service Consultant...

3. Presenting Features, Advantages and Benefits	Satisfactory	Needs improvement	Not applicable
Did they greet the customer in a professional manner (including proper grooming, enthusiasm in his voice, etc.), introducing them self and asking for the customer's full name as he arrives?			
Did they describe the features of the maintenance item or package recommended to the customer?			
Did they describe how these features will apply to the customer's vehicle condition?			
Did they state some of the advantages of the recommended maintenance item or package which make it superior to another similar product or service?			
Did they explain some of the benefits that the customer will gain from buying and using the recommended maintenance item or package?			
Did they restrain from giving the cost of the maintenance item or package before having finished presenting features, advantages and benefits to the customer?			
4. Closing the Sale with the Customer	Satisfactory	Needs improvement	Not applicable
Did he offer alternatives (alternate propositions) that imply acceptance by the customer?			
Did they develop and present an action plan to the customer that recaps all information about the vehicle's work and all personal arrangements?			
Did they conclude the sale in a professional manner?			
Did they document the necessary information on the repair order?			

Conclusion of the Training Module

The *Alderson Service Consultants Guild* provided you with a chance to improve your selling skills using the consultative selling process. Improving these selling skills will help you move from a Service Advisor to being a **Service Consultant**.

And that's the ultimate goal of providing maintenance and repair service to customers: being their advisor, their service "broker", their consultant. In doing so, the customers will keep coming back to you for advice regarding the upkeep of their vehicles.

The *Alderson Service Consultants Guild* believes the techniques discussed and practised in this training session will heighten your awareness of what must be done to keep customers satisfied regarding their vehicle's maintenance and repairs.

The *Alderson Service Consultants Guild* strongly believes this process will assist you in providing customers with a satisfying business experience and will provide you greater job satisfaction as a service sales professional.

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Notes

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Annex

Annex No. 1

Exercise 2:

Identify Your Dealership's Competitors

(Suggested Answers)

1. Canadian Tire	2. Penzoil
3. Firestone	4. Precision Lube
5. Goodyear	6. Quick Lube
7. Green& Ross	8. Quicki Lube
9. O.K. Tire	10. Rapid Lube
11. Price Club	12. Speedi Lube
13. Sears	14. Speedy Muffler
15. Walmart	16. Standard Auto Glass
17. K-Mart	18. Other Lube Locations
19. Other Tire, Battery, Accessories	20. Other Specialized Stores
21. Apple Auto Glass	22. Esso
23. Auto Direct	24. Canbec
25. Economy Lube	26. Gulf
27. Easy Lube	28. Petro Canada
29. Jiffy Lube	30. Shell
31. Lube Factory	32. Sunoco
33. Lube Master	34. Ultramar
35. Lube Shop	36. Irving oil
37. Lube Stop	38. Other Gas\Service
39. Midas Muffler	40. All Independent Garages
41. Mini Lube	42. Other Car Wash
43. Minute Lube	44. Friend\Relative\Self
45. Mr. Alignment	46. Others
47. Mr. Lube	48.
49. Oil Lube	

Annex No. 2

Exercise 3:

Comparative Graph Repair and Maintenance Business

(Suggested Answers)

	Repair	Maintenance	Which One Favours the Maintenance Business?
Factor that triggers off need	Breakdown	"Peace Of Mind Motoring"	✓
Scheduling	Yesterday	Mutually Convenient	✓
Labour force	Highly Skilled Technicians	Can be Trained Easily Lower Skill Level Required	✓
Cost of labour	High	Low	✓
Complexity of work	High	Low	✓
Equipment diagnosis	Sophisticated	Basic	✓
Risk of comeback	High	Low	✓
Level of customer confidence	Low	High	✓
Availability of parts	Hard to Predict	High Turnover	✓
Competitive price	Harder to Offer	Easier to Offer	✓
Anxiety (customers and staff)	High	Low	✓

Annex No. 3

Exercise 8:

Features, Advantages and Benefits of Maintenance Items

(Answer Sheet)

	Feature	Advantage	Benefit
1. Replace spark plugs.	✓		
2. Original manufacturer-approved parts.		✓	
3. Inspect for any holes in the exhaust system.	✓		
4. Inspect the following safety items: brakes, suspension.	✓		
5. Perform a road test.	✓		
6. Lifetime warranty on the muffler.		✓	
7. Designed to muffle engine sounds.			✓
8. Clean battery terminals.	✓		
9. Peace of mind motoring.			✓
10. Inspect suspension components.	✓		
11. Prevents expensive repairs.			✓
12. A well-maintained vehicle may have a higher resale value.			✓
13. Ensures dependable control.			✓
14. Tap exhaust and investigate weak areas.	✓		
15. Manufacturer trained Technicians.		✓	
16. Enhances overall driving performance.			✓

Annex No. 4

Exercise 9:

Features, Advantages and Benefits of Maintenance Items

(Suggested Answers)

Maintenance items:

1) Tire Rotation

Features:

1. On-hoist inspection for tire wear or tire damage.
2. Rotate tires per the Manufacturer procedures.
3. Inspect front and rear brakes.
4. Inspect the following safety items: brake components including hoses, suspension components, exhaust system.

Advantages:

1. Prevents premature tire replacement.
2. Provides an opportunity to observe alignment problems and correct at an early stage.

Benefits:

1. Enhances overall driving performance.
2. Provides "peace of mind" motoring.
3. Save money on premature tire replacement.

2) Four-wheel Alignment

Features:

1. Inspect suspension components.
2. Check underbody components (exhaust system, tires, etc.).
3. Computerized four-wheel alignment.
4. Inspect the following safety items: tires, drivetrain, steering and suspension components.

Advantages:

1. Performed by trained Technicians.
2. Adjust settings to specifications.
3. Prevent unusual tire wear and tear.

Benefits:

1. Ensures safe and dependable vehicle control.
2. Provides "peace of mind" motoring.
3. Enhances overall driving performance.

3) Cooling System Service

Features:

1. Pressure test for internal and external leaks.
2. Drain old coolant.
3. Clean and flush cooling system components with heavy-duty cleaner.
4. Refill system with coolant and test to - 40°C.
5. Pressure-clean radiator fins.
6. Test radiator cap.
7. Check condition and tension of drive belts and coolant hoses.
8. Wash or clean exterior of radiator and air conditioning condenser.

Advantages:

1. Prevents incidence of mechanical failure given our climatic conditions.
2. Protects against engine damage.
3. Extends engine and cooling system components life

Benefits:

1. Prevents inconvenience of breakdowns.
2. Enhances overall driving (engine, heater and air conditioning) performance.

4) Automatic Transmission / Transaxle Service

Features:

1. Road test (before and after) and inspect transmission/ transaxle.
2. Check transmission / transaxle operating pressure.
3. Replace transmission/transaxle fluid, gasket and filter.
4. Adjust linkage (when applicable).

Advantages:

1. Computerized (diagnosis) high-tech equipment.
2. Performed by trained Technicians.
3. Original lubricants and parts.
4. Ensures proper fluid levels to prevent transmission/ transaxle damage.
5. Maximizes transmission / transaxle life expectancy.

Benefits:

1. Provides "peace of mind" motoring.
2. Prevents inconvenience of breakdowns.
3. Reduces the probability of expensive repairs.
4. Improves fuel economy.

5) Air Conditioning Service**Features:**

1. Check for freon leaks and tighten air conditioning fittings as needed.
2. Check system operating pressure.
3. Check for leaks.
4. Clean condenser fins.

Advantages:

1. Manufacturer trained Technicians.
2. Work performed according to manufacturer specifications.
3. High-tech diagnostic equipment.
4. Manufacturer-approved Freon recycling equipment.
5. Ensures maximum cooling.

Benefits:

1. Ensures no CFC's leak into the environment.
2. Ensures maximum comfort.
3. Reduces the probability of expensive air conditioning component repairs.

6) Major Tune-up (Emission Control Service)**Features:**

1. Replace spark plugs, air filter, PCV valve and fuel filter.
2. Inspect ignition system including spark plug wires, battery connections, exhaust gas recirculation (EGR) valve, engine drive belts, check engine idle, throttle and fuel injection system.
3. Clean throttle body deposits.
4. Check system performance (using high-tech equipment).
5. Perform a road test before and after job is completed.

Advantages:

1. Original manufacturer-approved parts.
2. Improves catalytic converter performance and life expectancy.

Benefits:

1. Promotes a cleaner environment.
2. Enhances overall driving performance.
3. Prevents inconvenience of breakdowns.
4. Provides "peace of mind" motoring.
5. Extends the engine life expectancy.
6. Improves fuel economy.
7. Reduces the probability of expensive engine repairs.

7) Brake System Maintenance Service**Features:**

1. Remove all four wheels.
2. Inspect brake system components.
3. Clean and adjust rear brakes.
4. Inspect the following safety items: brake pads, shoes, calipers, rotors, drums, parking brake cables, wheel cylinder, brake lines or hoses.

Advantages:

1. Performed by Technicians trained on antilock braking system (ABS).
2. Original manufacturer- approved parts.

Benefits:

1. Increases brake component life.
2. Enhances overall vehicle braking performance.
3. Provides "peace of mind" motoring.
4. Prevents expensive brake repair