

The logo features a large, light blue circle on a dark teal background. Inside the circle is a dark teal rectangle 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.

**Alderson**

*Service* • CONSULTANTS • *Guild*

**Module 4:**  
**Objection Handling Skills**

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## 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.

### Why do we Need a Module on Handling Objections?

- Objections take place every day.
- Discomfort when someone says “No”.
- 8 out of 10 Service Consultants experience serious difficulties.
- Avoiding objections leads to “no sales”.
- Need to be perceived by the Service Consultants like “symptoms” are by doctors.

### Objectives of the Module

#### General Learning Objective

- ⇒ At the end of this session, you will be able to use the appropriate techniques to handle objections.

#### Specific Learning Objectives

- ⇒ Specifically, you will be able to:
  1. Explain what an objection is and the most common types.
  2. Define “handling objections”.
  3. Use the techniques to handle the most common types of objections.
  4. Use the appropriate techniques with different personalities.

## Recap of Module 3.1.2 (Consultative Selling Techniques)

### Exercise 1:

#### Let's Review the Consultative Selling Techniques

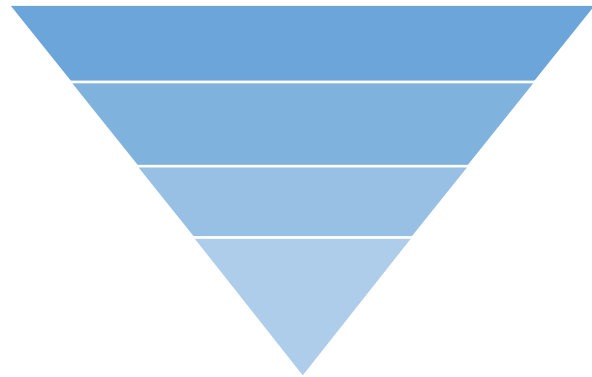
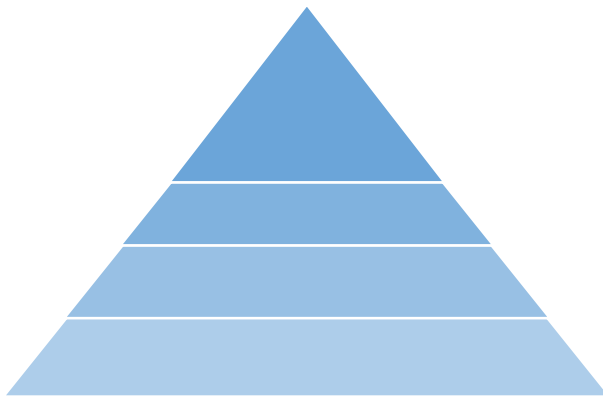
**1. Indicate 3 reasons why you should be in the maintenance business?**

1. Less comebacks.
2. \_\_\_\_\_
3. \_\_\_\_\_

**2. Indicate 5 reasons why customers should have regular maintenance performed on their vehicle.**

1. Peace of mind motoring.
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**3. In the appropriate pyramid, write the steps for the Consultative Selling Process (Ex. 1: Meeting and Greeting).**



4. What can you do that will enable you to spend more time with the customer, to perform consultative selling?

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5. What are the characteristics for the “Short Trip” and the “Long Trip” schedule?

Short Trip Schedule
<i>Most trips are less than 8-16 kilometres.</i> <i>Most trips are...</i>

Long Trip Schedule

6. What is the difference between a condition and a need?

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**7. Complete the following:**

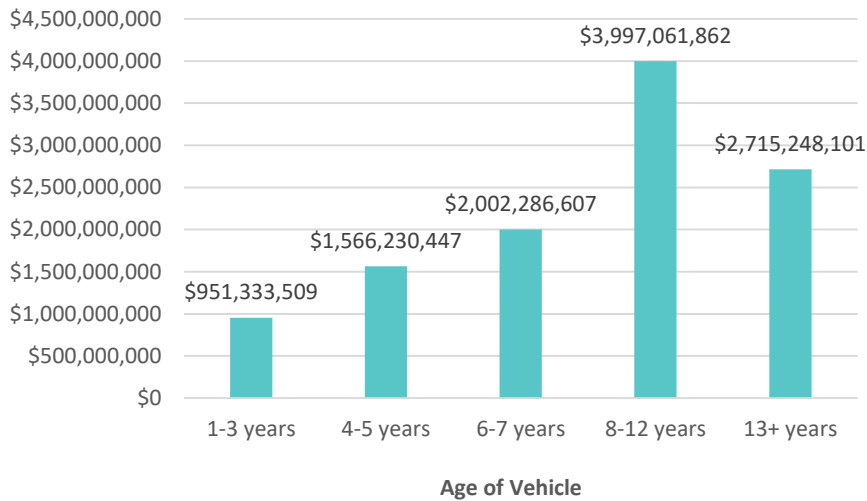
### Techniques for closing the sale with the customer:

- ⇒ Offer an \_\_\_\_\_
- ⇒ Develop an \_\_\_\_\_
- ⇒ \_\_\_\_\_ the sale.

## Notes

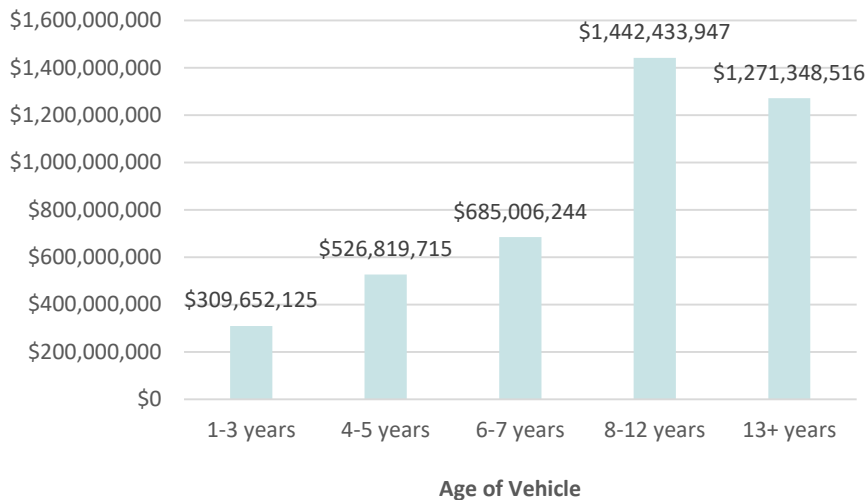
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## Latest Statistical Information – Some Facts on the After-Service Market



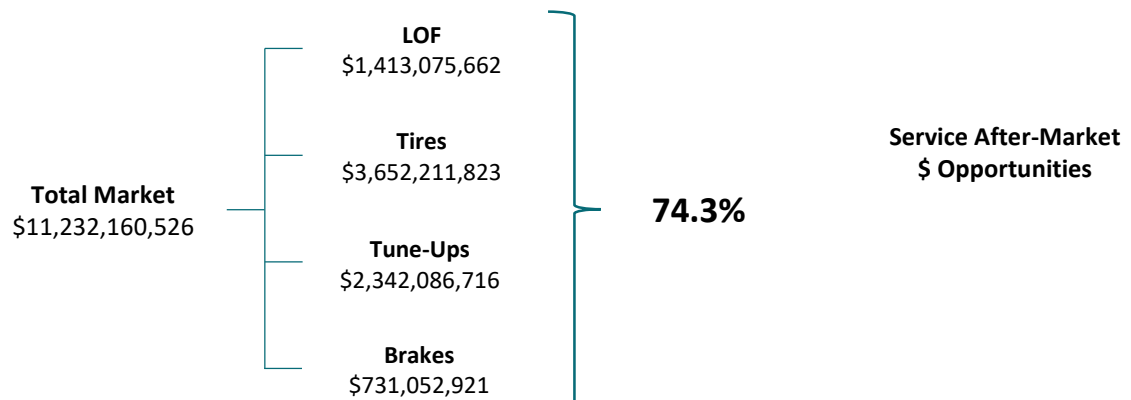
### Canadian After-Market Maintenance Opportunities

\$11,232,160,526



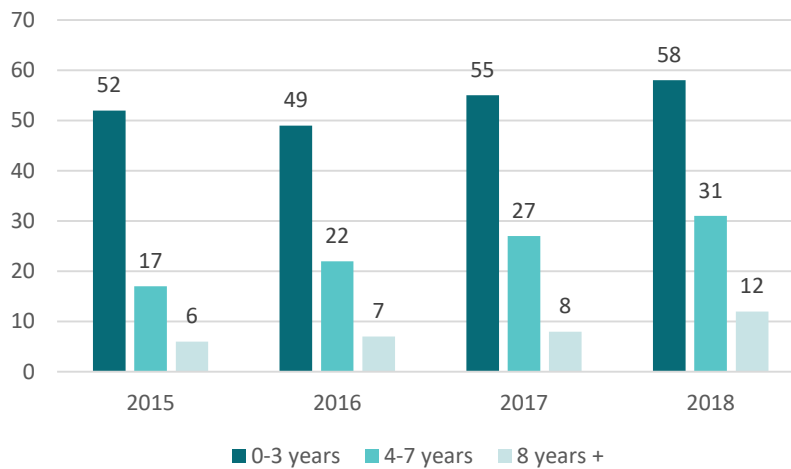
### Manufacturer After-Market Maintenance Opportunities

\$41,235,260,548



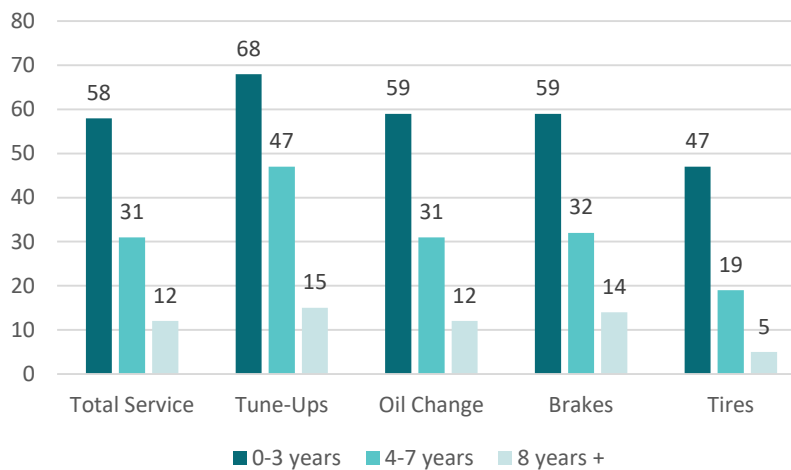
### Service After-Market \$ Opportunities





### Manufacturer National Loyalty (2015 – 2018)

(% Service Occasions on  
Manufacturer Vehicles  
Performed at Dealer)



### Loyalty by Type of Service (2018)

(% of Manufacturer Vehicles  
Returning to the Dealer for  
Service)

## Reasons for Selecting a Service Centre Other Than a Dealer

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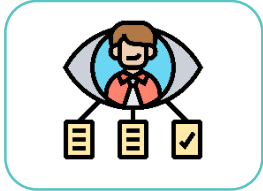
## Top 5 Reasons Customers Won't Return to Dealer for Service

Industry Average		Manufacturer Dealers
Price	#1	Price
Problem Not Fixed	#2	Problem Not Fixed
Location	#3	Repair Takes Too Long
Poor Customer Service	#4	Poor Customer Service
Repair Takes Too Long	#5	Location

## Notes

[illegible]

## Retail Service Standards and the Customer Service Process



### The Consulting Process

Greeting process



Determine customer needs and priorities

#### Customer Reception:

- All customers shall receive a prompt greeting upon arrival.

Note: In most cases customers should be greeted within four minutes.

#### Interview

- All customers shall receive a thorough interview to determine their service needs (promise time, alternative transportation, needed services).

#### Customer Service Order Development

- All customer service orders shall be fully documented (estimates, maintenance, promise time, mileage).
- All service needs shall be courteously identified at the vehicle, accurately recorded on the repair order, and verified with the customer.



### The Repair and After-Delivery Process

#### Customer and Shop Communications:

- Customers are notified when their vehicle is ready and/or immediately informed of changes in the initial service agreement (e.g. time, cost and extent of work).



### The After-Service Delivery Process

#### After-Service Delivery:

- All customers shall be provided with a clear explanation of all service work and charges and the vehicle delivered back to the customer.



### The After-Service Follow-Up Process

#### Customer Follow-Up:

- All customers shall be notified ahead of time of necessary routine maintenance and shall be contacted within three days of their service visit.
- Alternate transportation is offered for all vehicle repairs. At a minimum, one transportation option must be available (shuttle, rentals, etc.).
- Courtesy transportation may be an option, but is not required.

#### ***Remember!***

*Standards serve as a benchmark or measurement.*

*Customers must witness the Service Standards.*

*“One of the great maladies of our time is the way sophistication seems to be valued above common sense”.*

Norman Cousins

#### Notes

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**Part 1:**

**What is an Objection?**

# 1. What is an Objection?

1.1. Definition

Your Definition

Alderson Service  
Consultants Guild

## Exercise 2:

### Objections and the Customer Servicing Process

For each step of the Customer Servicing Process, give two examples of possible objections.

Appointment Process
Ex. <i>"Why can't I bring my car in today?"</i>
Ex:

Consulting Process
Ex.
Ex:

Repair Process
Ex.
Ex:

After-Service Delivery Process
Ex.
Ex:

After-Service Follow-Up Process
Ex.
Ex:

## 1.2. Emotions vs. Objections

### Exercise 3:

#### Feelings and Objections

How do you feel when someone says “NO” to you?

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Objections often have a negative connotation. Why? Just think about the way people usually feel when they face an objection. Usual answers are:

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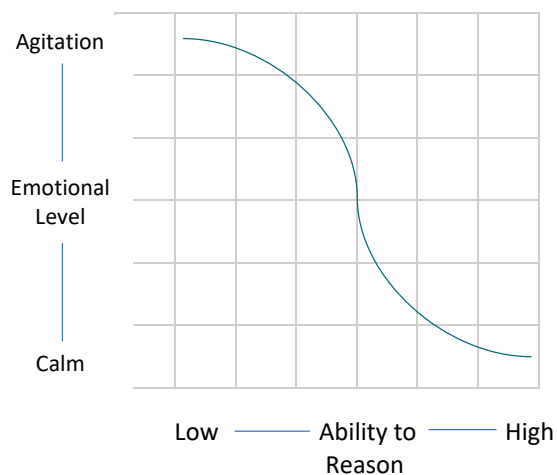
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The way people react when facing an objection depends on:

- their emotional level;
- their ability to reason.

In fact, as a person gets emotionally charged, the reasoning level diminishes in the same proportion.



Objections are normal responses that must be expected and anticipated!



### 1.3. Types of Objections

#### Exercise 4:

#### Types of Objections

How do you feel when someone says “NO” to you?

1

List As Many Objections As You Can

Price

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Determine if:  
Rational or Emotional

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### Exercise 5:

#### What is the Meaning of....?

Define the following most common objections.

Not needed

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Not now

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Skepticism

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Price

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Competition

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Misunderstanding

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## Notes

[illegible]

**Part 2:**

**What is Handling Objections?**

## 2. What is Handling Objections?

### 2.1. Misconceptions

For many people, handling objections means:

- absolutely winning an argument
- twisting the customer's arm
- forcefully convincing
- lying
- overwhelming the client with a ton of details

For these people, handling is replaced by overcoming. Synonyms of “overcoming” are:

- beat
- defeat
- crush
- vanquish

From this point of view, this is a “win / lose” approach.

#### Which is more appropriate?

Should we:

Or

☐ Overcome objections

☐ Handle objections

### 2.2. Handling Objections

Synonyms of Handling:

- managing
- directing
- treating

In other words, it is focusing with the customer on finding a solution. Seeking a “win/win” solution.

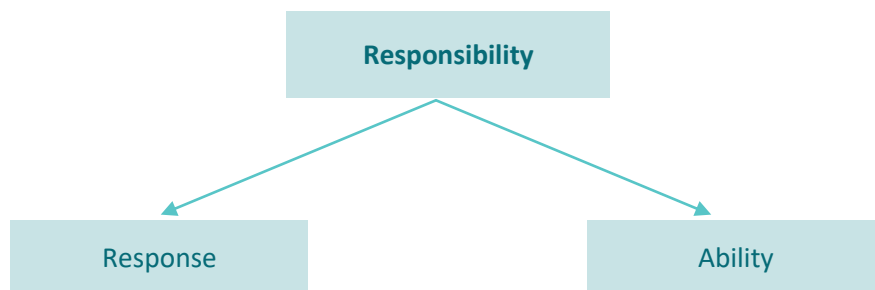
### 2.2.1. Definition of “Handling Objections”

Handling objections is:

- Ensuring that the customer is properly informed to make the most appropriate decision based on their needs and constraints.
- The key point of this definition is that we should always look at the customer's interests first.

### 2.2.2. A Sincere Desire

Handling an objection starts with an inside-out approach; a sincere desire to serve the customer to the best of our ability. It is taking **responsibility**.



It is being proactive rather than reactive.

#### Example From reactive to proactive language

##### Reactive

There's nothing I can do.

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##### Proactive

Let's look at some alternatives.

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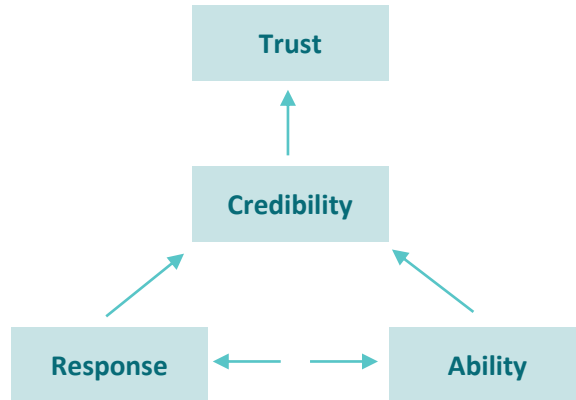
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### 2.2.3. Requirements



Without trust, you can still close a sale, but at what cost? With trust, you will sell this customer today...and tomorrow!

**What kind of knowledge is required?**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Notes**

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### Exercise 6:

#### Quiz - Industry Knowledge

Answer each of the following questions:

- 1. What maintenance services are required on a 2018 Ford Expedition at 50,000Km?**

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- 2. What are the advantages/benefits of a Cooling System Service? Name three.**

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- 3. List the 5 steps in the Customer Servicing Process in the proper order.**

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4. What is the warranty coverage on a «PCM» (Powertrain Control Module) for a 2015 Ford Edge?

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5. Regarding the competition, when was the last time that you inquired about the following?

- |                             |   |   |
|-----------------------------|---|---|
| Their strengths             | <input type="checkbox"/> Less than 3 months | <input type="checkbox"/> More than 3 months |
| Their weaknesses            | <input type="checkbox"/> Less than 3 months | <input type="checkbox"/> More than 3 months |
| Quality of services offered | <input type="checkbox"/> Less than 3 months | <input type="checkbox"/> More than 3 months |
| Their prices                | <input type="checkbox"/> Less than 3 months | <input type="checkbox"/> More than 3 months |
| Their strategies            | <input type="checkbox"/> Less than 3 months | <input type="checkbox"/> More than 3 months |

Total Score  
/100

#### Awards



100%



90-99%



80-89%



70-79%



60-69%



50-59%

Less than 50%: Sorry, try again!

## What type of skills are required?

Two types of skills are required to handle objections efficiently. These skills are:

1.

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2.

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## Notes

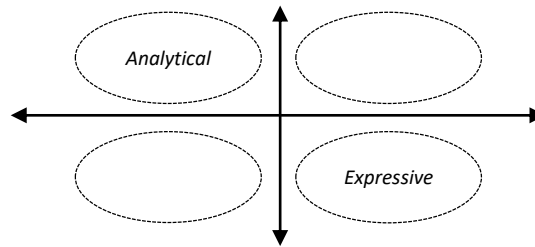
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### Exercise 7:

#### Quiz – Soft Skills Knowledge

Answer each of the following questions:

1. Indicate, on the personality graph, the four personality types.



2. What does the vertical axis indicate?

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3. What does the horizontal axis indicate?

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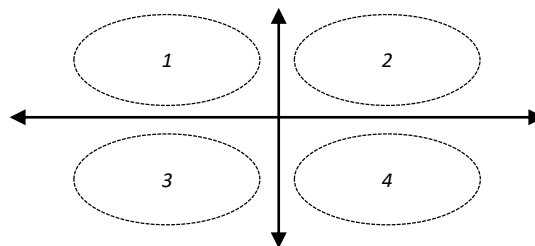
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4. What is your personality type?

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5. What personality type is the opposite of yours?

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6. How should you deal with someone in quadrant 1?

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7. How should you deal with someone in quadrant 2?

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8. What are the first three techniques of NLP? ***Get in synch with...***

1. 

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2. 

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3. 

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9. What are the three techniques used in Active Listening?

1. Focus your attention. 

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2. 

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3. 

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10. What are the four steps in Consultative Selling?

1. Meet and greet. 

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2. 

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3. 

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4. 

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Total Score

/100

Awards



100%



90-99%



80-89%



70-79%



60-69%



50-59%

Less than 50%: Sorry, try again!

[illegible]

REMINDER

Consulting Process  
Skills Required

**Consulting Process**

- Greet customer
- Identify concerns and priorities
- Inspect vehicle / file
- Suggest needed maintenance
- Complete the repair order



**Soft Skills Acquired**

- Communication skills
- Active Listening
- Adapting your personality
- Neurolinguistic Programming

**Exercise 8:**

**Role Playing  
Consulting Without Objections**

**Instructions:**

- This is a self-assessment exercise.
- Use scenarios presented on the next page
- Use the Observation form. Skip over item no. 6.
- At the end of this exercise, complete the Personal Development Action Plan.

### Service Consultant Role

#### Scenario 1

- Client has no appointment.
- Only record of maintenance is LOF.
- Looking at the vehicle, you notice that the front tires are worn out.

#### Scenario 2

- Client has an appointment.
- Engine coolant leak.
- Last maintenance done at 18,000 Km.

#### Scenario 3

- Client has no appointment.
- History shows client has only had LOF done in the past.

#### Notes

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### Service Consultant Role

## Notes

[illegible]



## Customer Role

### Scenario 1

- Use your real name.
- 2017 Ford Edge with 49,000 Km.
- Car hard to start (when cold).
- You will be offered new front tires because yours are worn out:
  - Kal Tire is where you usually go for tires.
  - Let the Service Consultant sell you.
  - Show hesitation.

### Scenario 2

- Use your real name.
- 2016 F150 with 49,000 Km.
- You will be offered the manufacturer's recommended maintenance:
  - Let him go through the FABs.
  - After a good try, let him know the vehicle is sold.

### Scenario 3

- Use your real name.
- 2011 F150 with 20,000Km.
- Sluggish when cold.
- You will be offered the manufacturer's recommended maintenance:
  - Be receptive to the FABs.

### Notes

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### Customer Role

## Notes

[illegible]

## Observation Form

Consulting Process			
	Satisfactory	Needs Improvement	Not Applicable
1. Meeting and greeting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Determining the vehicle's condition.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Reviewing the customer's history file.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Suggesting and discussing maintenance with the customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Presenting solutions by stating features, advantage and benefits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Handling Objections:			
- Confirming the objection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Qualifying the objection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Uncovering smoke screens.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Responding to the objection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Resume closing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Managing customer's expectations and concluding the agreement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communication Skills			
	Satisfactory	Needs Improvement	Not Applicable
1. Active Listening:			
- Focusing their attention while listening to the customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Using the customer's name frequently.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Paying special attention to body language (e.g. nod, sit or stand straight, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Maintaining eye contact with the customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Ignoring distractions and minimizing interruptions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Repeating the last sentence following an interruption.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Adjusting to the customer's mood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Asking clarifying questions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Listening to the customer with a view to providing assistance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Reformulating the customer's statements to make sure he/she understood well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Neurolinguistic Programming			
- Getting in synch with the customer's body movements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Getting in synch with the customer's voice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Getting in synch with the emotions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Using statements of facts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Adjusting to customer's communication style (visual, auditory or sensory).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Determining the customer's personality type			
- Identifying personalities (driver, expressive, friendly or analytical).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Adjusting on the assertiveness scale.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Adjusting on the responsiveness scale.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 2.3. Quiz Results and Personal Development Action Plan

According to your results from previous exercises, answer the following questions:

1. What are your weaknesses?
2. How do you intend to improve on your weaknesses?
  - Objectives
  - Methods
  - Measures
  - Deadlines

Fill-out the "Personal Development Action Plan" on the next page.



*"This is how I'm progressing. Well, I think I'm getting better!"*

#### Notes

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## Personal Development Action Plan

Name: \_\_\_\_\_

Position: \_\_\_\_\_

**1. What skills, knowledges or execution would you like to improve on?**

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**2. Describe the actual and desired performance (objective):**

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**3. What will you do to improve? (method, frequency, measurement):**

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**4. By when:**

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**5. Accountable to:**

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**6. Date of next development Action Plan:**

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Coach: \_\_\_\_\_ ... Date: \_\_\_\_\_

[illegible]

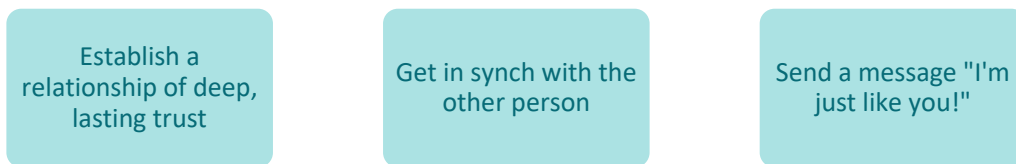
## **Part 3:**

# **Strategies and Techniques**

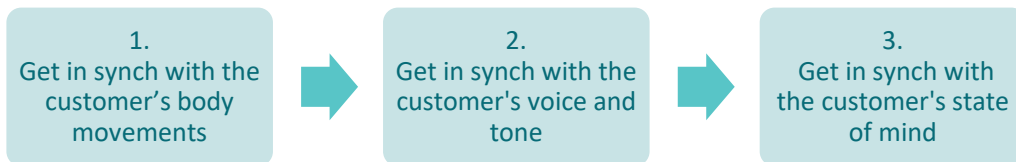
### 3. Strategies and Techniques

#### 3.1. Review of Neurolinguistic Programming

##### 3.1.1. The Three Principles of Neurolinguistic Programming



##### 3.1.2. The First Three Techniques of Neurolinguistic Programming



#### 3.2. The Last Three Techniques of Neurolinguistic Programming

##### 3.2.1. Technique 4: Using Statements of Fact

- Repeat statements of fact that are definitely true.
- Begin or end statements with phrases that call for agreement.
- Examples:
  - “Don't you think that...?”
  - “Do you agree?”
  - “Experience shows that...”

##### 3.2.2. Technique 5: Handling Objections

- Begin conversation by using statements of fact.
- Eliminate seemingly opposing positions.
- Refocus on the customer.
- Never get into a confrontation with a customer by disagreeing with any of their objections.



### 3.2.3. Technique 6: Interpreting Eye Movements of Customers

- The eye movements can help identify the type of communication and learning style of the customer:



Visual



Auditory



Sensory

#### Dealing with Visual Customers

- How to identify a visual customer?
  - Tends to look upwards.
  - Wants the Service Consultant to come to “see” the vehicle with him.
  - Is interested in signs and advertisements.

#### Eye Movement Chart: Visual Person



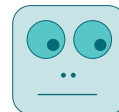
- How to deal with visual customers?
  - Use visual aids:
    - charts
    - photographs
    - parts
  - Use visual words-sentences:
    - “Does that seem **clear**?”
    - “Let me **show** you...”
  - Type of words to use:

Obscure	Read	Opinion	Upcoming
Observe	Look	Image	Identify
Clear	See		

## Dealing with Auditory Customers

- How to identify an auditory customer?
  - Eyes move constantly, look towards their left, right or down towards their left.
  - Hears noises...
  - Consults or uses manuals.

### Eye Movement Chart: Auditory Person



- How to deal with auditory customers?
  - Use testimonials and opinions.
  - Read things to the customer and emphasize the important points.
  - Use auditory words and phrases such as:
    - “Do you **understand** what I'm saying?”
    - “Do you **agree** with me on this?”
  - Type of words to use:

Hear	State	Understood	Listen
Question	Discuss	Tone	Sounds
Tell	Explain	Misunderstood	

## Dealing with Sensory Customers

- How to identify a sensory customer?
  - Tendency to look down and to their right.
  - Expresses feelings/fears concerning the security of their vehicle (emotional reactions).
  - Sensitive to odour.

### Eye Movement Chart: Sensory Person



- |        |         |         |       |
|--------|---------|---------|-------|
| Abrupt | Support | Heavy   | Grasp |
| Active | Move    | Feel    | Hold  |
| Calm   | Control | Believe |       |

## This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

### Exercise 9:

#### Look at Me and Tell Me What I Am

- For each slide illustrating an eye movement, identify the appropriate characteristic. Choose between VISUAL, AUDITORY and SENSORY.

Slide 1	<input type="checkbox"/> Visual	<input type="checkbox"/> Auditory	<input type="checkbox"/> Sensory
Slide 2	<input type="checkbox"/> Visual	<input type="checkbox"/> Auditory	<input type="checkbox"/> Sensory
Slide 3	<input type="checkbox"/> Visual	<input type="checkbox"/> Auditory	<input type="checkbox"/> Sensory
Slide 4	<input type="checkbox"/> Visual	<input type="checkbox"/> Auditory	<input type="checkbox"/> Sensory
Slide 5	<input type="checkbox"/> Visual	<input type="checkbox"/> Auditory	<input type="checkbox"/> Sensory
Slide 6	<input type="checkbox"/> Visual	<input type="checkbox"/> Auditory	<input type="checkbox"/> Sensory
Slide 7	<input type="checkbox"/> Visual	<input type="checkbox"/> Auditory	<input type="checkbox"/> Sensory
Slide 8	<input type="checkbox"/> Visual	<input type="checkbox"/> Auditory	<input type="checkbox"/> Sensory
Slide 9	<input type="checkbox"/> Visual	<input type="checkbox"/> Auditory	<input type="checkbox"/> Sensory

#### Notes

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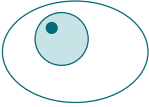
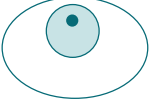
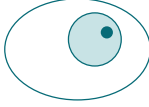
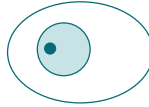
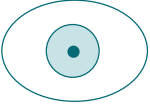
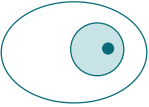
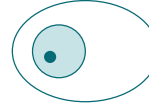
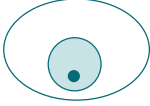
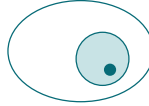
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### Exercise 10:

#### The Eyes and the Words

- For this exercise, explain a service of your choice to a partner at your table:

#### The Eyes

Visual 	Visual 	Visual 
Auditory 	Visual 	Auditory 
Sensory 	Sensory 	Auditory 

Which type is your partner? ☐ Visual ☐ Auditory ☐ Sensory

#### The Words

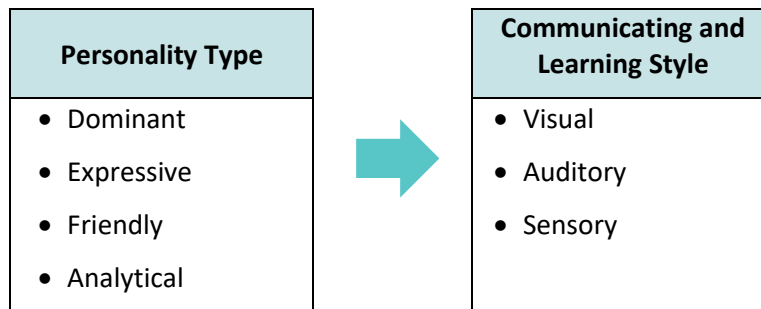
- Record as many verbs as you can. You may stop the conversation after ten.
- Identify the proper communication type.

Visual Verbs  
(E.g. observe, look, imagine)

Auditory Verbs  
(E.g. hear, listen, question)

Sensory Verbs  
(E.g. feel, calm, grasp)

### 3.3. Combining Personalities and NLP



When you speak with someone, you have to deal with different personality types and, also, different styles of communication and learning. This creates many possibilities or types of people.

To simplify this approach, just remember:

- focus on the two axes:
  - assertiveness - slow/fast (cautious/drive)
  - responsiveness - warm/cold (feelings/facts)
- look for clues:
  - visual
  - auditory
  - sensory
- use the mirroring technique to adapt.

#### Notes

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### 3.4. Four-Step Objection Handling Strategy

#### 3.4.1. Confirmation

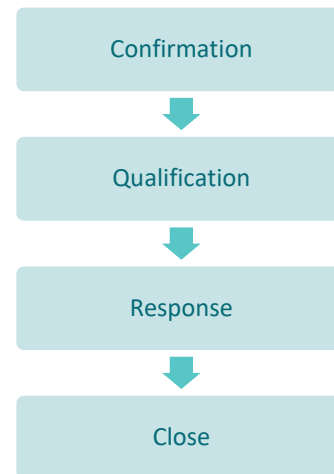
Make sure you have understood the customer.  
Restate the objection in the form of a question:

*"Are you saying that you prefer not to have the work done today?"*

#### 3.4.2. Qualification

Identify the objection. If necessary, get to the reason for the objection by asking:

*"May I ask you why you say that?"*



#### Uncovering Smoke Screens

Confirm the validity of their objection:

- *"What if..."*
  - Assuming that the stated objection was not a concern. For example:
    - *"Just suppose that (their stated reason) was not a concern. Would the (service) then interest you?"*
- If not -find out what else. For example:
  - *"Obviously, you've carefully considered what I have presented to you. Can I ask what other concerns you have about my recommendations?"*

#### Beware of Why's and But's

When you communicate with a customer, beware of:

- *"Why?"*
  - Can be interpreted as talking down to them.
  - Questioning their reasoning process.
  - Use:
    - *"Obviously, you have a good reason for saying that. Do you mind if I ask what that might be?"*
- *"But"*
  - Often perceived as a confrontation.
  - Sends a message: *"You are wrong - I am right"*.
  - Use statement of facts and F.A.B.'s.
  - Use the "Feel, Felt, Found" formula. For example:
    - *"I think I understand why you feel this way. I felt the same way when I saw the menu for the first time. But I found that..."*

### 3.4.3. Response

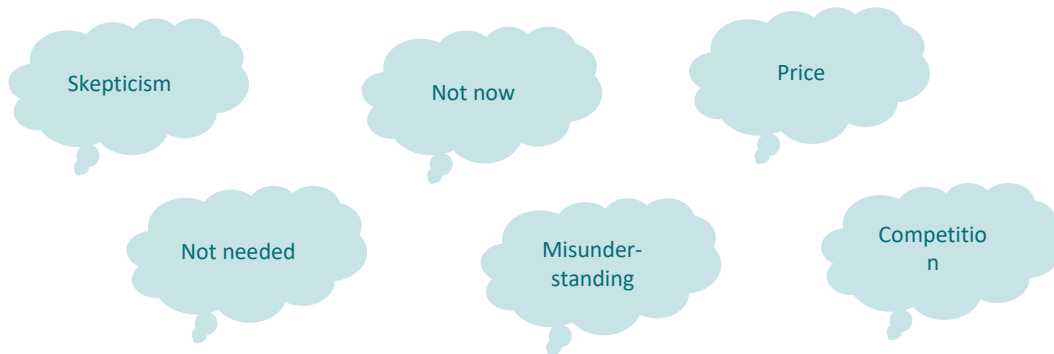
- Answer the objection without arguing or getting defensive.
- Address each concern separately and completely.
  - Use statement of facts
  - Eliminate seemingly opposing positions
    - *"Yes, in the past we have missed many promised times, and over the past 12 months we have been working very hard to solve this issue..."*

### 3.4.4. Close

Continue toward the close after confirming that you answered the objection.

- Confirmation.
- Might require Alternate Choice Close (Consultative Selling Skills).
- Remain focused on the customer.

## 3.5. The Six Most Common Objections (and Smoke Screens)



### 3.5.1. Objection 1: Skepticism

#### Meaning of Skepticism

- Disbelief (rational)
- Lack of trust (emotional)
- Misunderstanding.

#### Expressions of Skepticism

Example: *"I never had this done to my previous car!"*

Other Examples:

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### What to Do?

- Prove it.
- Use credible source.
- Adapt your personality and communication style (visual, auditory, sensory).

### What Can You Say?

- *"I think I understand why you feel that way. I felt that way when I first read the maintenance intervals until I realized how important they were to the operation of the vehicle and its components. Let me show you the maintenance schedule the manufacturer recommends".*

### Tools for Skeptics

- Magazine, newspaper articles.
- Home office letters.
- Maintenance booklet.
- Owner's manuals.
- Videos.
- Display.
- Testimonial.

### Exercise 11:

#### How Would You React?

While discussing maintenance, you offered Mr. Smith to get his brakes looked at. The car has 25,000 Km. The client took a quick look upward and responded with a half-smile:

"The car only has 25,000Km and I never got any brakes done at that mileage before."

- How would you react?

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### 3.5.2. Objection 2: “Not Needed”

#### Meaning of “Not Needed”

- Desire to buy has not been sufficiently stimulated.
- Was there a desire expressed previously?
- Are you dealing with a smoke screen?

#### Expressions for “Not needed”

Example: “Thanks, but I don’t think it is necessary”.

Other Examples:

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#### What to Do?

- Confirm if you are really dealing with a need.
- If it is a need, restate agreed benefits.
- If it is not a need, pass on.

#### What Can You Say?

- “You mentioned earlier that you were concerned about the safety of your vehicle. Can I ask if there is any concern about my recommendations?”.

#### Tools For “Not Needed” Situations

- Similar tools as for skeptics.
- Service History file.
- Articles.
- Display.

### Exercise 12:

#### How Would You React?

While discussing with Mr. Walsh during the after-delivery clinic, you inquired why he had not purchased an extended warranty for accrued coverage and peace of mind. He kept moving their eyes and, while looking at the cashier at your right, said:

“Since I am only keeping the car for 3 years, I think the 3/60 coverage will be just fine.”

- How would you react?

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### 3.5.3. Objection 3: “Not Now”

#### Meaning Of "Not Now"

- Not Convenient.
- Smoke screens:
  - Not needed.
  - Budget constraints.
  - Price.
  - Competition.
  - Skepticism.
  - etc.

#### Expressions For “Not Now”

Example: “Thanks, but I prefer to wait”.

Other Examples:

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#### What to Do?

- Perceived value not sufficient. You must build value.
- Make it easier, more convenient.

- Are you dealing with the decision-maker? If not, seek the person making the decision.
- Poor past service experience: give reassurance.
- If the time is not convenient, schedule an appointment when more appropriate.
- Price and Competition: To be dealt with later.

#### What Can You Say?

- *“Obviously, you have a good reason for saying that. Do you mind if I ask what that might be?”.*

#### Exercise 13:

##### How Would You React?

While performing a 30,000 Km service on Mrs. Halverson's 2011 Mustang, you informed her that the front brakes needed to be replaced. She looked down while thinking and then insisted that you personally make sure they really needed to get done. After checking for yourself, you reported back to her that it was real, and you had the time to do it today. She answered:

“I'll mention it to my husband tonight. Is my car ready now?”.

- How would you react?

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#### 3.5.4. Objection 4: “Too Expensive” (Price)

##### Meaning of “Too Expensive”

- Price > Perceived value.
- Smoke screens:
  - Not needed.
  - Budget constraints.
  - Competition.
  - Skepticism.
  - etc.

## Expressions For "Too Expensive"

Example: *"How much? Are you kidding?"*

Other Examples:

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## What to Do?

- Compared to what?
- Check for smoke screens.
- Review the agreed benefits during the consultative process.
- Rank the benefits in a value order that is relevant for the customer.
- Emphasize the benefits for the customer
- Discover new benefits
- Budget constraints:
  - can be more expensive not to buy.
  - be flexible.
  - schedule some services for a more appropriate time.

## What Can You Say?

- *"Did you know that our service includes... This will provide you not only better performance but also peace-of-mind motoring during your holidays".*
- *"We can replace the front brakes today and schedule an appointment for the cooling system service at a later time. Do you prefer in 4 or 6 weeks from now?"*.

### Exercise 14:

#### How Would You React?

While discussing maintenance with Mr. Martin, you offered a transmission service for \$249.95. While you were stating the benefits, you noticed that he kept looking upward at the ceiling. He then looked at you and simply said:

“This is way too much money! Thanks, but I'll wait”.

- How would you react?

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### 3.5.5. Objection 5: “Competition”

#### Meaning of “Competition”

- Their perceived value vs. yours.
- Importance of the aftermarket:
  - independent.
  - specialized shop.
  - chain stores.
  - other dealers.
  - DIY (do-it-yourselfers)

#### Expressions for “Competition”

Example: “Thanks, but I usually get my mechanic to do this kind of work”.

Other Examples:

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#### What to Do?

- Why?
  - Is this a smoke screen?

- Perceived value of the competition?
- Perceived value of your dealership?
- Why should customers maintain their vehicle at your dealership?
  - Build value, value and more value.
- Make it easier to deal with you.

### **What Can You Say?**

- Build value in mentioning your strengths:
  - “With our factory trained technicians, we are more efficient in diagnosing and finding the right solution”.

### **Tools For "Competition" Situations**

- Magazine, newspaper articles.
- Maintenance booklet.
- Owner's manuals
- Display.
- Testimonial.
- Comparative Market Study

### **Exercise 15:**

#### **How Would You React?**

Your records indicate that Mr. Adams' vehicle is due for its 20,000 Km service. You are calling to schedule an appointment. He responded:

“Thanks for calling but I usually get my brother to do the maintenance on my car. I would like to read what is recommended by the manufacturer for my vehicle. Can you tell me where I can find the information?”.

- How would you react?

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### 3.5.6. Objection 6: “Misunderstandings”

#### Meaning of "Misunderstandings"

- Information is inaccurate.

#### Expressions for “Misunderstandings”

Example: *“I was told that you do not service makes other than the manufacturer”.*

Other Example:

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#### What to Do?

- Ensure that you clearly understood the message (paraphrase).
- Acknowledge and provide the correct information.
- Use alternate close.

#### What Can You Say?

- *“It is true that in the past we did not service vehicles other than the manufacturer. However, we now maintain and service vehicles of all makes”.*

#### Exercise 16:

##### How Would You React?

When you informed Mr. Adams about his worn front tires, he frowned his eyebrows and said:

“I guess I will have to look elsewhere to get them replaced.”

- How would you react?

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### 3.5.7. In Summary...

- Handle one objection at a time.
- Use the next sentence to confirm:
  - “Other than (objection), is there anything else?”
- Once you've handled the objection, pursue the closing with an alternate close.
- Do not engage in a discussion.
- RESPECT the customer's decision.
- Offer that if he/she needs additional information, you will be happy to provide it to him/her.
- Smile and be sincere.

## Notes

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### Exercise 17:

#### Miscellaneous Situations How Would You React?

- A. While scheduling an appointment with Mrs. Jones, you offered to get the maintenance done while her car was in for a coolant leak.

She replied that she had already mentioned she wanted an oil service done. She also felt the car didn't need anything else. On top of that, she was afraid that you would not get the car back to her on time for her tennis game at 6:00pm.

- How would you react?

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- B. Your technician just reported that Mr. Disbrowe's truck desperately needs new front tires. You know that Mr. Disbrowe intends to keep his F150 for at least another year. He brought the vehicle in to get the brakes checked. You remember him saying:

"You see, there 's nothing worse than a truck that doesn't stop when needed".

When you called him to report the tire condition, his answer was:

"Thanks, but I'll be fine. I'll keep an eye on it".

- How would you react?

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- C. You are calling Mr. Lynch, who was in two days ago for an oil leak. You are calling him to book an appointment for installing the part that was on order, and the 50,000 Km service you did not do on his last visit. He tells you:

“Listen Jim, it's Ok for the part, but as far as the maintenance, I will wait a bit. Can you lend me a car?”.

- How would you react?

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- D. While performing your service, your technician found that the brakes needed to be replaced. You met Mr. Driscoll in the waiting room and informed him about the situation. You also discuss the lifetime brake program. He seemed agitated and responded:

“Why would you look at the brakes when the car is only in for an oil change? I feel it's expensive and I need to consider it”.

- How would you react?

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E. A customer calls you and says: "How much do you charge for a major tune-up on a 2015 Mustang?".

- How would you react?

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F. While During the Smart Care Clinic, Mr. Conrad, who purchased an off-make vehicle from your dealership, was very interested in listening to all the details about car maintenance. After reading the documentation he asked you:

"Tell me young man, which dealership do you recommend for servicing my vehicle?.

- How would you react?

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## **Part 4:**

# **Objections and Objectors**

## 4. Objections and Objectors

### 4.1. The Easy Marks



#### 4.1.1. Mark the Gullible



##### Characteristics

- He brightens up your day.
- Still believes in the man in the moon.
- He is the hope of mankind.

##### How to Deal with This Type of Person?

- Take an open approach.
- Use funny anecdotes.
- He will buy from you if he likes you and trusts you.
- He responds to persuasion.
- He gets mad when pressured.
- Be kind and confident.

#### 4.1.2. Louise the Skeptic



##### Characteristics

- Asks for a bacteria count of the “milk of human kindness”.
- Skeptical and argumentative; loves to debate.
- Wants to be right and to be understood.
- Raises dogmatic objections with a hint of anger, cynicism or sarcasm.

##### How to Deal with This Type of Person?

- Show you are paying attention.
- Do not debate, do not argue.
- Let her talk.
- When she asks sarcastic questions, say: "I'm glad you asked that".

### 4.1.3. David the Annoying



#### Characteristics

- Maybe a bad experience.
- Maybe his sales representative did not listen to his complaint.

#### How to Deal with This Type of Person?

- Be honest and open.
- Do not be hostile.
- Deal with his fears up front.

## 4.2. Incapable of Making a Decision

### 4.6.1. Tom the Indecisive



#### Characteristics

- He cannot make a decision.
- In many ways he is the unhappiest man in the world.
- He has to take an upper to start work and a valium if the work doesn't get done.

#### How to Deal with This Type of Person?

- Let him know you are on his side.
- Assure him he is making the right decision.
- Be firm.
- Win his confidence.
- Reach out to him. Let him know you are concerned.



## 4.6.2. Wendy the Dealer



### Characteristics

- She always wants to get a better deal than everyone else
- She approaches all transactions as if they were competitions.
- She has to come out ahead and is not happy unless she gets some concessions.

### How to Deal with This Type of Person?

- Explain that you treat customer as equals.
- Offer to do something for her, personally.

## 4.3. The Difficult One

### 4.3.1. Jeff the Disagreeable



### Characteristics

- He talks loudly and knows it all
- He thinks the only way to get people talking is in negative terms.
- He needs attention; he wants to be right.
- You challenge him.
- He wants to be understood and appreciated.

### How to Deal with This Type of Person?

- Give him all your attention.
- Make him feel that you have a lot of respect for him.
- Don't give up...

## 4.4. The Ones Who Are Always in a Hurry

### 4.4.1. Hurry-up Hannah



#### Characteristics

- Doesn't have time to worry about details.
- Wants the facts and only the facts.
- "I have things to do. I'm in a hurry".
- More interested in saving time than money.

#### How to Deal with This Type of Person?

- Assure the customer you'll check the details.
- Warning! Make sure you do check them.
- Be brief and to the point.
- Close the deal quickly.

### 4.4.2. On-The-Go Joe



#### Characteristics

- A nice, pleasant prospect with the gift of being able to frustrate.
- Impulsive and indecisive from time to time
- Will probably buy from someone he likes.

#### How to Deal with This Type of Person?

- Be friendly; laugh with him.
- Act like a friend.
- Encourage him to go ahead and do something to take advantage of the situation.

## 4.5. The Know It All

### 4.4.1. Nora The Brain



#### Characteristics

- Nora's goal is to impress you with her knowledge!

#### How to Deal with This Type of Person?

- Let her impress you.
- Don't waste time.
- Move toward an action: "Are you paying cash?".

### 4.4.2. Bobby the Big Wheel



#### Characteristics

- Bobby wants to feel important.
- He wants to be the centre of attention.
- He refuses to deal with just "one of the consultants".
- Would rather talk to someone who is qualified and capable of handling his business.

#### How to Deal with This Type of Person?

- Make him feel important.
- Make him the centre of attention.
- Let him know you are qualified.
- Don't "play" with his ego.

### 4.4.3. Irene the Impulsive



#### Characteristics

- Gives the impression she's timid
- Reacts impulsively and answers with a crisp yes or no.

#### How to Deal with This Type of Person?

- First, get her to agree.
- Then, speak firmly and with conviction.

## 4.6. The Hardest of All

### 4.6.1. Al the Nice Guy



#### Characteristics

- Answers “Yes” the entire conversation
- Smiles, concedes with everything you say.

#### How to Deal with This Type of Person?

- Stop in the middle of a sentence and ask him when he's going to buy.
- Don't say anything else; he will ask you why.
- Move toward an action.

## Assignment

Based on the previous Ten stereotypes, relate your present customer base to these people and describe how you handled them previously.

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[illegible]

## Annex

## Annex

### Annex 1: References

Covey, Stephen R., *The 7 Habits of Highly Effective People*.

Hopkins, Tom, *How to Master the Art of Selling*.

Moine & Gschwandtner, *The Sales Script Book*.

Qubein's, Nido, *Professional Selling Techniques*.

Sales Doctors Magazine.

Selling Ideas - Selling Power Magazine

Vanderwall, Forrest, *The Service Advisor's Sales & Survival Guide*.



## Annex 2: Observation Form – Short Version

Consulting Process			
	Satisfactory	Needs Improvement	Not Applicable
1. Meeting and greeting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Determining the vehicle's condition.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Reviewing the customer's history file.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Suggesting and discussing maintenance with the customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Presenting solutions by stating features, advantage and benefits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Handling Objections:			
- Confirming the objection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Qualifying the objection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Uncovering smoke screens.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Responding to the objection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Resume closing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Managing customer's expectations and concluding the agreement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communication Skills			
	Satisfactory	Needs Improvement	Not Applicable
1. Active Listening:			
- Focusing their attention while listening to the customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Using the customer's name frequently.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Paying special attention to body language (e.g. nod, sit or stand straight, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Maintaining eye contact with the customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Ignoring distractions and minimizing interruptions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Repeating the last sentence following an interruption.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Adjusting to the customer's mood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Asking clarifying questions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Listening to the customer with a view to providing assistance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Reformulating the customer's statements to make sure he/she understood well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Neurolinguistics Programming			
- Getting in synch with the customer's body movements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Getting in synch with the customer's voice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Getting in synch with the emotions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Using statements of facts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Adjusting to customer's communication style (visual, auditory or sensory).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Determining the customer's personality type			
- Identifying personalities (driver, expressive, friendly or analytical).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Adjusting on the assertiveness scale.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Adjusting on the responsiveness scale.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Annex 3: Observation Form – Long Version

Consulting Process and Skills			
	Satisfactory	Needs Improvement	Not Applicable
1. Retrieving confirmed customer's file.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Filling out the customer repair order header and indicate the following:			
- Customer's full name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Full address.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Vehicle Identification Number (VIN).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Model.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- License number.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Odometer reading.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Home, work and cellular telephone numbers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- In-service date.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Greeting the customer:			
- Introducing himself/herself.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Asking the customer for their full name.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Identifying the type of visit (repair, body work, YES ).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Confirming if the customer has an appointment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Gathering file and pre-written repair order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Confirming customer and vehicle data.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Updating customer and vehicle information on the repair order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Recapping information received concerning the vehicle's condition.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Determining the vehicle's condition:			
- Asking pertinent questions about the initial condition of the vehicle according to the list of symptoms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Taking notes as he listened and ask the customer questions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Paraphrasing the customer's concerns before recording the condition of the vehicle on the repair order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Reviewing the customer's history file.			
- Reviewing the customer's file.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Making maintenance and repair recommendations based on the vehicle's history file and the recommended maintenance schedule.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Asking for technical assistance when required.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Visual inspection and observation summary.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Discussing maintenance with the customer.			
- Identifying customer's maintenance needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Confirming the need Vs condition.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Presenting solutions by stating features, advantage and benefits.			
- Suggesting appropriate maintenance based on manufacturer's maintenance schedule.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Suggesting appropriate service packages.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Ranking services by order of importance in the eyes of the customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Stating the advantage and benefits appropriately.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Restraining from giving the cost before he finished presenting features, advantages and benefits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- In closing the sale, did he appropriately use alternate proposition when needed.			
- Developing and presenting an action plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Concluding the sale in a professional manner.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Documenting the information on the repair order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>16. Handling Objections:</b>			
- Confirming the objection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Qualifying the objection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Uncovering smoke screens.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Responding to "Skepticism".	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Responding to "Not Needed"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Responding to "Not Now".	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Responding to "Price".	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Responding to "Competition".	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Responding to "Misunderstanding".	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Resuming closing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>17. Reviewing content of repair order with the customer and ask for approval:</b>			
- Giving accurate estimates during the consultation of how long the work will take and how much it will cost.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Reviewing each item on the repair order with the customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Obtaining prior approval from the customer when extra work needs to be done on their vehicle.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>18. Managing customer's expectations and conclude the agreement:</b>			
- Giving the customer the opportunity to read the content of the repair order to verify its accuracy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Asking the customer to sign the repair order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Reaching an agreement with the customer about the promised time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Giving the customer a copy of the repair order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Flexible in making special agreement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Asking the customer where to leave the old parts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>19. Confirming alternate transportation.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>20. Thanking the customer for their business in a professional manner.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Communication Skills</b>			
	<b>Satisfactory</b>	<b>Needs Improvement</b>	<b>Not Applicable</b>
<b>1. Active Listening:</b>			
- Focusing their attention while listening to the customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Using the customer's name frequently.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Paying special attention to body language (e.g. nod, sit or stand straight, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Maintaining eye contact with the customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Ignoring distractions and minimizing interruptions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Repeating the last sentence following an interruption.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Adjusting to the customer's mood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Asking clarifying questions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Listening to the customer with a view to providing assistance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Reformulating the customer's statements to make sure he/she understood well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2. Neurolinguistics Programming:</b>			
- Getting in synch with the customer's body movements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Getting in synch with the customer's voice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Getting in synch with the emotions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Using statements of facts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Handling objections.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Dealing with a visual.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Dealing with and auditory.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Dealing with a sensory.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>3. Determining the customer's personality type:</b>			
- Identifying personalities (driver, expressive, friendly or analytical).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Adjusting on the assertiveness scale.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Adjusting on the responsiveness scale.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Dealing with a driver.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Dealing with an expressive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Dealing with a friendly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Dealing with an analytical.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>