

SMART FRIEND TRAINING AID



How to use this training aid:

This guide is not a script—it's a conversation starter. Use the sample questions and scenarios provided to engage customers in meaningful dialogue. The objective is to build a customer-focused relationship by identifying solutions that align the vehicle's needs with the customer's lifestyle.



These conversation starters help with:

- Learning what matters most about their visit.
- Understand their habits, driving style, and goals for their ride.
- Utilizing the Smart Friend strategy will provide consistent steps that will improve tech confidence and a foundation to improve upon.

SMART FRIEND MENTALITY





What is a Smart Friend?

The “smart friend” mentality refers to adopting a helpful, trustworthy, and knowledgeable approach, like how a smart, well-informed friend would guide someone without pressure or manipulation. This mentality emphasizes relational over transactional dynamics and is centered on authenticity, value, and trust.

Think about the person who you would take along when making a purchase when you don’t know all the facts.

SMART FRIEND MENTALITY





What a Smart Friend isn't:

- Someone who prioritizes the sale over the relationship
- Lacks empathy or listening skills
- Uses aggressive self-serving tactics
- A know it all or someone that throws around data/knowledge to sound impressive or to make someone feel ignorant

LIFESTYLE QUESTIONS





What is a lifestyle question?

A lifestyle question explores how a customer uses their vehicle in daily life to uncover needs that aren't immediately obvious. It shifts the focus from the vehicle itself to how the customer lives and drives.

FEATURE-BASED QUESTIONS





What is a feature-based question?

A feature-based question is a type of probing question used to highlight specific characteristics of a product or service and gauge the customer's interest or need for those features.

It's designed to connect a feature with a possible benefit, prompting the customer to consider how it fits their situation.

QUALIFYING STEPS



Smart Friend Qualifying Steps



- Lifestyle probing questions | : 1 question minimum
 - Will assist in gaining important customer details.
- Product feature-based questions | : 1 question minimum
 - Utilize to tie the product to what is important to the customer
- Recap what's important and tie it to the needs of the vehicle
 - Utilizing “based on what you’ve told me” allows the tech to professionally tie the vehicle needs to what is important to the customer.

ROLE PLAY SCENARIOS



How to use Role-Play Scenarios:

Purpose: To build confidence in asking lifestyle and feature-based questions to uncover customer needs.



Tech Cards: Read directly from the card at first, one question at a time, allowing for the customer to respond. It's scripted to build comfort. Once established, techs can begin to personalize without losing intent.

Customer Cards: Contains key details that the tech will need to uncover by asking questions. Think of this like detective work: the customer holds the clues, and it's the tech's job to uncover them through conversation.



ROLE PLAY

Oil Presentation

Price Shopper

CUSTOMER CARD

Customer Card: OIL



Drives a 2013 Honda Civic that currently has 165,000 miles on it. She regularly purchases the Economy oil option. She says that she relies heavily on her car for her daily commute and visiting family out of town in the next state. Her job is on the other side of town forcing her to battle traffic in both directions. She works as a teacher in the next county over.



ROLE PLAY

Oil Presentation

Price Shopper

TECH CARD

Tech Card: OIL

The customer in the bay drives a 2013 Honda Civic with 165,000 miles.



Ask:

“What is important about your visit with us today?”

“Is it important that your vehicle lasts as long as possible?”

“About how many miles would you say you drive?”

Educate:

“Based on what you've told me, you drive an average of 1,500 miles a month, and are in heavy stop-and-go traffic during the work week, but travel regularly on the highway to visit family. Customers who own similar vehicles usually go with the High Mileage Advanced option.”



ROLE PLAY

Oil Presentation

Where's the value?

CUSTOMER CARD



Customer Card: OIL

Drives a 2017 Toyota Camry that currently has 135,000 miles on it. She regularly purchases the Economy oil option. She always says that our Full Synthetic options are priced too high. She doesn't see the value in paying more for the premium or higher option for her car. She thinks that she doesn't drive enough to need the best oil for her car.



ROLE PLAY

Oil Presentation

Where's the value?

TECH CARD

Tech Card: OIL

The customer in the bay drives a 2017 Toyota Camry with 135,000 miles.



Ask:

“What is important about your visit with us today?”

“What kind of driving do you normally do: highway or city driving?”

“Is it important that your vehicle lasts as long as possible?”

Educate:

“Based on what you’ve told me, although you feel that you don’t drive much, keeping your car running safely for as long as possible is important to you. I recommend the High Mileage Advanced option to lengthen the life of the vehicle.”



ROLE PLAY

Coolant Exchange

Recently Relocated

CUSTOMER CARD



Customer Card: COOLANT

Customer drives a 2020 Hyundai Sonata with 165,000 miles on it. He recently relocated to Oklahoma with his family of 5. He's begun to notice that his vehicle feels hotter than it did before the move. This change in temperature worries him since Oklahoma is warmer than his previous home state, and isn't sure how his vehicle will respond to the new climate.



ROLE PLAY

Coolant Exchange

Recently Relocated

TECH CARD

Tech Card: COOLANT



The customer in the bay drives a 2020 Hyundai Sonata with 165,000 miles.

Ask:

"Have you noticed any temperature spikes or your engine running hotter than usual?"

"Is it important to you to make sure your engine stays protected during long, hot drives?"

Educate:

"Based on what you've told me, it is important that your car can perform in its new environment. At your current interval, a coolant exchange will keep your car performing safely."



ROLE PLAY

Coolant Exchange

Road Tripper

CUSTOMER CARD



Customer Card: COOLANT

Drives a 2018 Toyota RAV4 with 165,000 miles on it. He's planning a trip across the state in a few weeks, so he needs to be able to rely on his vehicle and be comfortable. He has not had his coolant checked in a few years, that he knows of, but honestly doesn't know anything about coolant systems.



ROLE PLAY

Coolant Exchange

Road Tripper

TECH CARD

Tech Card: COOLANT



The customer in the bay drives a 2018 Toyota RAV4 with 165,000 miles.

Ask:

“Have you noticed any temperature spikes or your engine running hotter than usual?”

“Is it important that your heater functions properly on your road trip?”

Educate:

“Based on what you've told me, it is important to you to travel long distances safely and comfortably. At your current mileage and coolant quality, a coolant exchange will ensure that you can travel with confidence and with comfort.”



ROLE PLAY

Differential Service

Passionate Driver

CUSTOMER CARD

Customer Card: DIFFERENTIAL



The customer drives a 2019 Ford Mustang with around 97,000 miles on it and absolutely loves it—she proudly says it's the best purchase she's ever made. She's passionate about the driving experience and takes great pride in her car, but when it comes to the technical side of maintenance, she admits she's not very familiar. For example, she's never heard of a differential before and is unsure why that would even apply to her vehicle, especially since it's not a big truck or SUV.



ROLE PLAY

Differential Service

Passionate Driver

TECH CARD

Tech Card: DIFFERENTIAL

The customer in the bay drives a 2019 Ford Mustang with 97,000 miles.



Ask:

"How long have you owned the vehicle, and do you know if the previous owner has kept up with gear oil changes?"

"Is it important to you to protect your drive train and avoid costly repairs down the road?"

Educate:

"Based on what you've told me the performance of your Mustang is important to you. The differential is important to your car's traction and performance. It doesn't get changed often, but it can wear out prematurely if not maintained."



ROLE PLAY

Differential Service

Camper Hauler

CUSTOMER CARD



Customer Card: DIFFERENTIAL

Drives a 2021 Chevy Silverado with approximately 65,000 miles on it and frequently uses it to tow a camper. They take the camper on three to five trips each year, traveling to campgrounds across the state. He values the truck's reliability for these trips and wants to avoid any unexpected issues that could disrupt his family's travel plans.



ROLE PLAY

Differential Service

Camper Hauler

TECH CARD

Tech Card: DIFFERENTIAL



The customer in the bay drives a 2021 Chevy Silverado with approximately 65,000 miles.

Ask:

“How long have you owned the vehicle? Have you ever had the differential fluid changed?”

“Do you do any towing or off-road driving?”

“Is it important to keep your truck ready to haul or tow?”

Educate:

“Based on what you've told me, you enjoy traveling with your camper and need to depend on your truck on long trips. At your current mileage and workload, a differential service will keep your truck ready when you are.”



ROLE PLAY

Diesel Fuel Filter

Daily Workhorse

CUSTOMER CARD



Customer Card: DIESEL FUEL FILTER

Drives a 2018 Ford F-250 with approximately 84,000 miles on it, and it serves as his daily workhorse. He relies on the truck every day for his job, meaning any downtime directly impacts his ability to earn a living. Because of this, reliability and performance are top priorities. Not sure when, or if, the fuel filter was last replaced.



ROLE PLAY

Diesel Fuel Filter

Daily Workhorse

TECH CARD

Tech Card: DIESEL FUEL FILTER



The customer in the bay drives a 2018 Ford F-250 with approximately 84,000 miles.

Ask:

“Would you like to be able to improve the performance of your truck, including acceleration and hesitation?”

“Is it important to you to avoid breakdowns during your workday?”

“When was your last fuel filter replacement? Some trucks need it every 10-15k miles.”

Educate:

“Based on what you’ve told me, clean diesel fuel is critical for reliable engine performance. A new fuel filter will keep your work truck on the road, avoiding decreased performance and costly repairs.”



ROLE PLAY

Diesel Fuel Filter

Rough Start

CUSTOMER CARD



Customer Card: DIESEL FUEL FILTER

Drives a 2022 Chevy Silverado 2500 with approximately 45,000 miles on it. Recently, he's noticed that the truck has been starting rough, particularly in the early mornings. With temperatures dropping below freezing daily, he assumes the issue is simply due to the cold weather. He doesn't see it as an issue; it does this every year and seems to run fine.



ROLE PLAY

Diesel Fuel Filter

Rough Start

TECH CARD

Tech Card: DIESEL FUEL FILTER



The customer in the bay drives a 2022 Chevy Silverado 2500 with 45,000 miles.

Ask:

“Do you notice any hesitation or rough starts when the engine’s cold?”

“When was your last fuel filter replacement? Some trucks need it every 10-15k miles.”

“Is it important to you to have smooth starts and avoid gelling or fuel flow problems?”

Educate:

“Based on what you’ve told me, you have had performance challenges consistently every winter. The fuel filter removes dirt, debris, and rust from the fuel before it reaches the engine, maintaining performance and the life of your fuel system and engine.”



ROLE PLAY

Engine Air Filter

The DIYer

CUSTOMER CARD

Customer Card: ENGINE AIR FILTER



Drives a 2016 Honda CRV with approximately 110,000 miles on it and has been the sole owner since it was new. Over the years, she's become familiar with the vehicle and has taken on some of the simpler maintenance tasks herself. She regularly replaces the air filter, which she picks up from the parts store just across town. She takes pride in doing what she can on her own and doesn't see the value in paying for services she's confident handling herself. Today, she's in for a straightforward oil change—nothing more.



ROLE PLAY

Engine Air Filter

The DIYer

TECH CARD

Tech Card: ENGINE AIR FILTER



Customer in the bay drives a 2016 Honda CRV with approximately 110,000 miles.

Ask:

“Is it important to you that your vehicle performs the best including acceleration?”

“Do you drive a lot of dirt roads or in dusty areas?”

“Would you like to be able to save money on fuel?”

Educate:

“Based on what you've told me, replacing your air filter is a task you handle regularly yourself. We pride ourselves on the ability to give time back to our customers so they can continue their day without having to remember to do something later. Would you like to take advantage of that convenience today?”



ROLE PLAY

Engine Air Filter

Slow and Sluggish

CUSTOMER CARD

Customer Card: ENGINE AIR FILTER

Drives a 2018 Nissan Rogue with approximately 98,000 miles on it, using it daily for his commute to work and regularly for family outings, especially to his son's baseball games during the week and on weekends. Lately, he's noticed the car feels slower and less responsive than it used to. He thinks the change is from the vehicle's age and rising mileage, suggesting that it might just be getting old and possibly time to start thinking about a new one. He's not overly concerned, but is starting to question his car's reliability.



ROLE PLAY

Engine Air Filter

Slow and Sluggish

TECH CARD

Tech Card: ENGINE AIR FILTER



The customer in the bay drives a 2018 Nissan Rogue with approximately 98,000 miles.

Ask:

"Have you noticed any drop in fuel efficiency or sluggish acceleration?"

"Is it important that your vehicle performs the best, including acceleration?"

Educate:

"Based on what you've told me, you have lost some performance over time as miles increase on the vehicle, and your car is on the road regularly. Replacing your current dirty air filter will ensure that your car performs its best, improving acceleration and ensuring you can continue adding miles for the years to come."



ROLE PLAY

Cabin Air Filter

Allergy Sufferer

CUSTOMER CARD



Customer Card: CABIN AIR FILTER

Drives a 2023 Kia Forte with approximately 24,000 miles on it. She deals with seasonal allergies and regularly takes medication to manage her symptoms, though she's not exactly sure what triggers them. During the visit, she mentioned she had never heard of a cabin air filter and didn't know her car even had one—let alone where it's located or what it does.



ROLE PLAY

Cabin Air Filter

Allergy Sufferer

TECH CARD



Tech Card: CABIN AIR FILTER

The customer in the bay drives a 2023 Kia Forte with approximately 24,000 miles.

Ask:

“Do any passengers in the vehicle have allergies or asthma?”

“Is the quality of air that you breathe in your vehicle important to you?”

“Would you like to limit the amount of allergens for you and your passengers?”

Educate:

“Based on what you’ve told me, you have a family member who suffers from allergies. Replacing a dirty cabin filter will improve the AC systems ability to remove pollen, dust, and mold. It can also improve the flow and performance of your heat and AC.”



ROLE PLAY

Wiper Blades

Safety-Conscious

CUSTOMER CARD

Customer Card: WIPER BLADES



Drives a 2019 Subaru Outback with approximately 72,000 miles on it. While she's the primary driver, she mentioned that her teenage children—both newly licensed—also drive the vehicle from time to time. As a safety-conscious parent, she wants to make sure the car is in good condition, especially with her teens behind the wheel. With spring recently underway, she admitted she hasn't really used the windshield wipers yet this season and isn't sure how well they're working.



ROLE PLAY

Wiper Blades

Safety-Conscious

TECH CARD

Tech Card: WIPER BLADES

The customer in the bay drives a 2019 Subaru Outback with approximately 72,000 miles.



Do:

Physically and visually inspect wipers

Ask:

"How did your wipers perform the last time you used them?"

"Is it important to you to make sure you and your family have clear visibility in bad weather?"

Educate:

"Based on the way your wipers feel and the way they look, they are probably skipping or streaking when in use. Would you like us to replace them today so you and your family are ready for the current rainy season?"



ROLE PLAY

Wiper Blades

Proud Owner

CUSTOMER CARD

Customer Card: WIPER BLADES



Drives a 2023 Chevy Equinox with approximately 30,000 miles on it. He takes pride in maintaining his vehicle to the best of his ability and believes he's done a good job staying on top of regular care. When asked about his wiper blades, he noted they worked fine the last time he used them and questions whether they could really be worn out already, considering the vehicle is still fairly new.



ROLE PLAY

Wiper Blades

Proud Owner

TECH CARD

Tech Card: WIPER BLADES



The customer in the bay drives a 2023 Chevy Equinox with approximately 30,000 miles.

Do:

Physically and visually inspect wipers

Ask:

“How did your wipers perform the last time you used them?”

“Is it important to you to prevent unwanted windshield scratches and decreased visibility as the rain picks up?”

Educate:

“Based on what you’ve told me, it sounds like it may have been 30,000 miles since you have replaced your wipers. The rubber can dry out and crack over time, even within a year, causing windshield damage and loss of visibility. We can clean your windshield and test them for you today.”



ROLE PLAY

Fuel System Cleaner

Works From Home

CUSTOMER CARD

Customer Card: FUEL SYSTEM CLEANER



Drives a 2020 Ford Explorer with approximately 32,000 miles on it. She works from home and primarily uses the vehicle for short trips to the gym and occasional getaways to state parks for camping. Other than that, the Explorer doesn't see much road time. Despite the low mileage, she made it clear that she wants to keep her vehicle in tip-top shape and is committed to maintaining its condition for the long haul. She wants her car to stay dependable, clean, and comfortable for her next outdoor adventure.



ROLE PLAY

Fuel System Cleaner

Works From Home

TECH CARD

Tech Card: FUEL SYSTEM CLEANER

The customer in the bay drives a 2020 Ford Explorer with approximately 32,000 miles.



Ask:

“Do you mostly drive short trips or city miles?”

“Is it important to you that your fuel system is maintained and lasts as long as possible, providing peak performance?”

“Would you like to maintain the life of your fuel system, including its performance?”

Educate:

“Based on what you’ve told me, it’s important to you to maintain the condition and dependability of your vehicle. Adding a fuel system cleaner will maintain the fuel system and increase performance. It takes less than ten seconds to complete.”



ROLE PLAY

Fuel System Cleaner

Daily Commuter

CUSTOMER CARD



Customer Card: FUEL SYSTEM CLEANER

Drives a 2021 Toyota Highlander with approximately 48,000 miles on it. Most of his driving consists of short trips and a daily commute that includes a fair amount of stop-and-go traffic. He mentioned he's never used any type of fuel additive and admits he's a bit skeptical about their effectiveness. Thinks his car runs great.



ROLE PLAY

Fuel System Cleaner

Daily Commuter

TECH CARD

Tech Card: FUEL SYSTEM CLEANER

The customer in the bay drives a 2021 Toyota Highlander with 48,000 miles.



Ask:

“Do you mostly drive short trips or city miles?”

“Is it important to you to keep it running strong as it ages?”

“Would you like to maintain the life of your fuel system including its performance?”

Educate:

“Based on what you’ve told me, you are in a lot of stop-and-go traffic. Though different driving styles will determine needs and whether fuel system cleaner can provide noticeable performance changes, your current low-speed driving can leave deposits that can affect performance and future maintenance costs.”

ADDITIONAL SCENARIOS



How to use Additional Scenarios:



These scenarios are designed to be more straightforward and can be completed individually—no partner needed. After reviewing the information on the front side of each scenario card, techs should:

- Identify the key customer concern or clue.
- Determine the appropriate question types to ask in response.
- Decide on the next best steps, including any relevant product recommendations.

Use these scenarios to sharpen your instincts, reinforce your product knowledge, and build confidence in how to guide customers through quick, effective service conversations.



OIL CHANGE

Bargain Shopper

Customer is a new customer. They are looking for the best deal.



Lifestyle | Feature-Based Questions:

- “How long do you plan on keeping the vehicle?”
- “Is it important that your engine lasts as long as possible keeping repair costs to a minimum?”

Utilize one solution

Offer with a single back up option: Don't run down the full oil list.



OIL CHANGE

High Performance European Vehicle

Customer likes to drive their car aggressively on occasion, performance is important to them.



Lifestyle | Feature-Based Questions:

- “What is important about your visit with us today?”
- “Would you like to be able to retain the response and acceleration while extending the life of your engine?”

Utilize one solution

Offer with a single back up option: Don’t run down the full oil list.



COOLANT

One-Service Mindset

Customer says “I’m just here for an oil change. That’s it.”



Lifestyle | Feature-Based Questions:

- “Is it important to you to prevent overheating, especially with summer coming up?”
- “Did you know fresh coolant helps prevent corrosion and engine overheating, especially in extreme temps?”

Keep it educational: Explain how coolant breaks down over time.



COOLANT

The Road Tripper

"We're heading to Arizona next month-long trip with the trailer."



Lifestyle | Feature-Based Questions:

- “Is it important for you to make sure your engine stays protected during long, hot drives?”
- “Have you noticed any temperature spikes or your engine running hotter than usual?”

Keep it educational: Explain coolant’s role in extreme temps.



AIR FILTER

The Performance-Focused Driver

“Feels like my truck’s lost a little power lately.”



Lifestyle | Feature-Based Questions:

- “Is it important to you to get the best mileage and power out of your engine?”
- “Is it important that you can save money on fuel?”
- “Have you noticed any drop in fuel efficiency or sluggish acceleration?”

Visually inspect the filter and show the customer.



AIR FILTER

“Yeah, we live out on a gravel road.”

The Rural Commuter



Lifestyle | Feature-Based Questions:

- “Do you drive on a lot of dirt roads or in dusty areas?”
- “Is it important to you to keep dust out of your engine so it lasts longer?”
- “Would you like to be able to save money on fuel?”

Visually inspect the filter and show to the customer.



CABIN AIR FILTER

The Allergy Sufferer

"My wife's allergies are terrible this time of year."



Lifestyle | Feature-Based Questions:

- “Is it important to you to keep the cabin air clean for her?”
- “Is the quality of air that you breathe in your vehicle important to you or your family?”
- “Would you like to limit the amount of allergens for you and your passengers?”

Explain how cabin filters trap pollen, dust, and mold.



CABIN AIR FILTER

The Daily Commuter

“I’m in my car for an hour a day, minimum.”



Lifestyle | Feature-Based Questions:

- “Is it important to have fresh, clean air while you drive?”
- “Would you like to be able to increase the level of air quality in your car?”
- “Is the quality of air that you breathe in your vehicle important to you?”

Show the current cabin filter, even to compare to a brand new one.



WIPER BLADES

The Seasonal Driver

"I haven't used these wipers much since winter."



Lifestyle | Feature-Based Questions:

- “Is it important to you to replace them before the rainy season kicks in?”
- “Is the performance of your wiper blades important to you, reducing streaking or skipping?”
- “Would you like to be able to reduce the chances of costly windshield repair?”

Suggest a quick washer fluid test on the spot.

Explain that rubber dries out and cracks over time.



WIPER BLADES

The Safety-Minded Parent

“My daughter drives this car too.”



Lifestyle | Feature-Based Questions:

- “Is it important to you to make sure she got clear visibility in bad weather?”
- “Is the performance of your wiper blades important to you, reducing streaking or skipping?”

Suggest a quick washer fluid test on the spot.



FUEL SYSTEM CLEANER

The City Driver

"I don't drive far, just to work and back."



Lifestyle | Feature-Based Questions:

- “Is it important to you to keep your fuel system clean since short trips don’t always burn off buildup?”
- “Would you like to be able to maintain the life of your fuel system including its performance?”

Explain that low speed driving can leave deposits.



FUEL SYSTEM CLEANER

The High Mileage
Vehicle Owner

“I’ve got over 120k on this car, but it still runs decent.”

Lifestyle | Feature-Based Questions:

- “Is it important to you to keep your car running strong as it ages?”
- “Would you like to be able to maintain the life of your fuel system including its performance?”
- “Is it important that your fuel system is maintained and lasts as long as possible providing peak performance?”

Explain that fuel system cleaner can support smoother performance.



DIFFERENTIAL

The New Truck Owner

“I just bought this used F-150. Just came for an oil change. That’s all I need.”

Lifestyle | Feature-Based Questions:

- “Is it important to you to know what’s been done on the truck before, like the differential service?”
- “How long have you had the vehicle, and do you know if the previous owner kept up with gear oil changes?”
- “Would you like to be able to protect your drive train from costly repairs down the road?”

Explain that differential oil doesn’t get changed often, but can wear out over time-and a used truck may be overdue.



DIFFERENTIAL

The Heavy Hauler

“I haul a trailer pretty regularly - boat on the weekends, sometimes a work trailer.”

Lifestyle | Feature-Based Questions:

- “Is it important to you that your truck stays reliable when you’re hauling?”
- “Would you like to be able to protect your drive train from costly repairs down the road?”
- “Would you like to be able to keep your truck ready to haul or tow?”

Explain that towing increases stress on the rear differential.



DIESEL FUEL FILTER

The Work Truck Owner

“I drive this for work - hauling tools and equipment every day.”



Lifestyle | Feature-Based Questions:

- “Is it important to you to avoid breakdowns during your workday?”
- “When was your last fuel filter replacement?”

Explain that clean diesel fuel is critical for reliable engine performance.



DIESEL FUEL FILTER

The Cold Starter Complainer

“Starts rough in the morning sometimes.”



Lifestyle | Feature-Based Questions:

- “Is it important to you to have smooth starts and avoid gelling or fuel flow problems?”
- “When was your last fuel filter replacement?”
- “Do you notice any hesitation or rough starts when the engine’s cold?”

Mention diesel fuel filters remove dirt, debris, and rust from the fuel before it reaches the engine.