

Front Counter Workshop

Powered By



Presented By

Brian Gillis / Owner and Guide

So that, Confidence creates the

BEST Version of YOU

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Opening Thoughts



Welcome all to

ARA – Advisor Results Academy

Presenting

Front Counter Workshop

Featuring

Results-Learning that Grows Your Confidence

It's not a lecture or speech...It's a workshop...hands on, participation by all, voice, mind and body.

ARA believes you have to....Learn it – Use it – Teach it – Own it....That's our goal for our time together.

Old habits are hard to break, new ones are hard to learn, and sometimes we don't want to do either.

Run a mock operation...interactive, scenarios, rehearsals, exercises and sharing best practices,

Which two defines you? Willing and Able or Unwilling and Unable

Lotus Code: 1. Thinking 2. Words 3. Action 4. Habits 5. Perseverance 6. Attainment

Never think or say...this will not work in my shop or my town.

You Net Results -Language review...Foreign country trip story

Classroom Version

Tuesday Arrive at Hotel

Wednesday 8AM - 5PM the Class Room

Thursday 8AM - 5PM the Class Room

Friday depart for Home

Sharing Time

1. Name: _____

2. Shop Name: _____

3. Location: _____

4. How long have you been in this industry? _____

5. How did you get into the automotive industry?

6. Share something personal about yourself:

7. What results would you like to net from this Academy?

You Net Results – Language



1. Yes _____
2. SOS _____
3. Work Flow Board _____
4. OCP _____
5. BCP _____
6. RPP _____
7. RCP _____
8. Professional Obligation _____
9. Huddles _____
10. PARP _____
11. Board Manager _____
12. Tech Rotation _____
13. Oil Change Chain _____
14. Stop Selling Your Own Wallet _____
15. First Half / Second Half _____
16. The Bag _____
17. Go for No _____
18. Board & Bag Audit _____
19. Buying Mood _____
20. Most Important Customer _____
21. Pink, Green, Blue, Orange Cars _____
22. Safety-Reliability-Maintenance _____
23. Second Swing _____

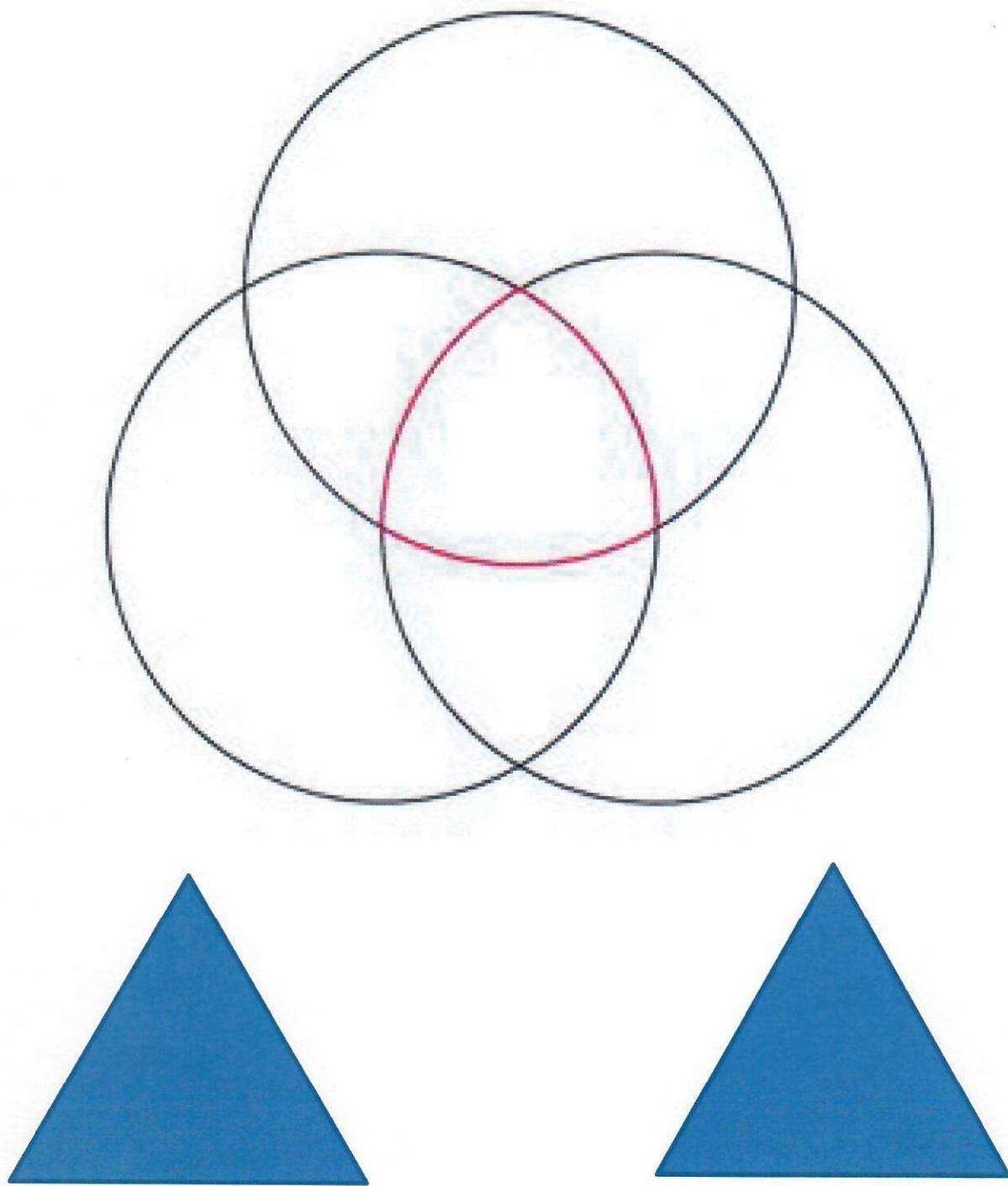
You Net Results – Language



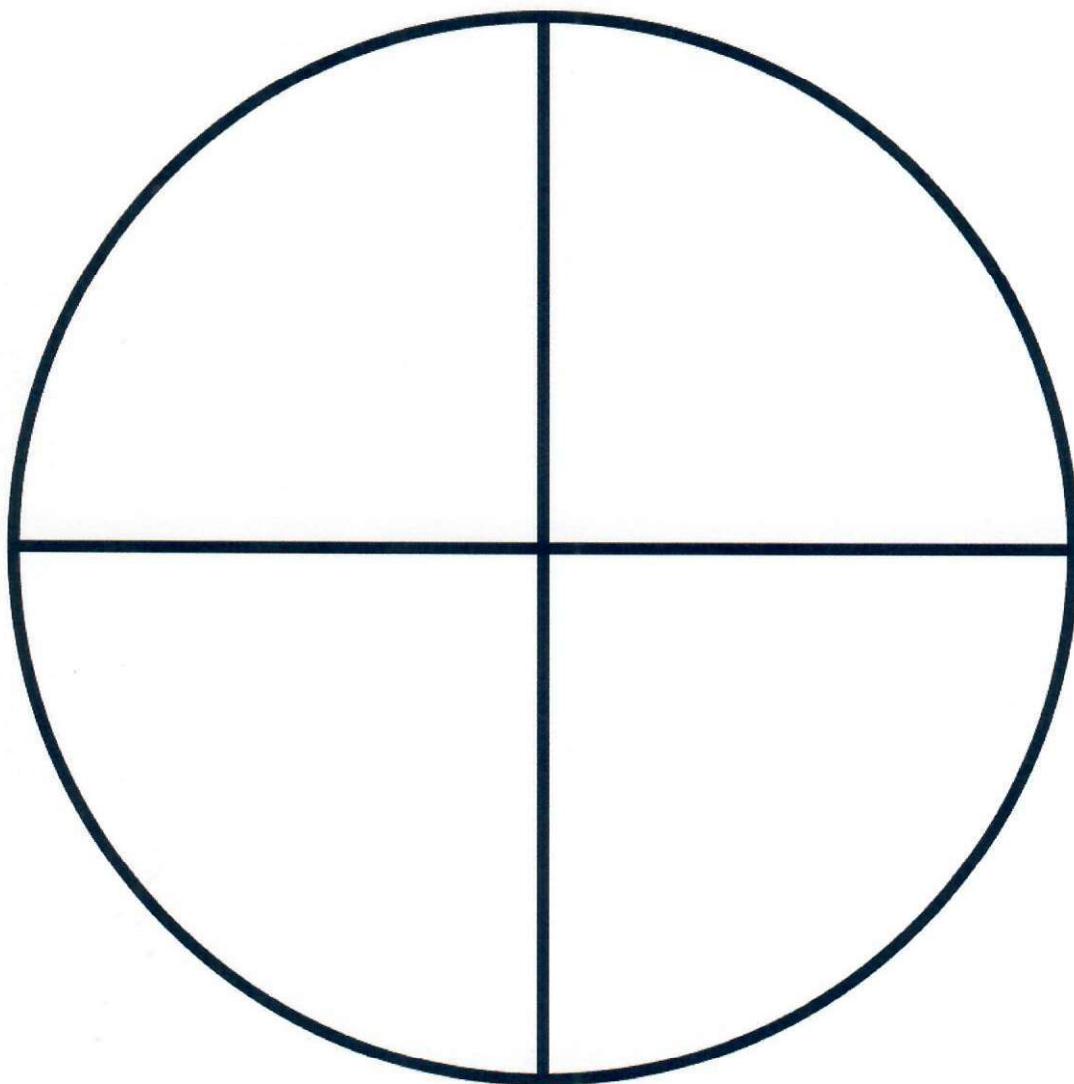
24. Bullet Holes _____
25. SOU _____
26. Missed Sales File _____
27. Meet and Greet _____
28. Mr. / Mrs. How long or How much? _____
29. FIVE Pack _____
30. Script & Gesture Enhancements _____
31. Order Takers vs Difference Makers _____
32. Wish vs Goal _____
33. Vehicle Forecast _____
34. Lotus Code _____
35. ECM _____
36. FAB-FIVE _____
37. Two Ways to Increase Sales _____
38. Four Quadrants of Competence _____
39. Full System Isolate _____
40. Broke Car Scenario _____
41. PMI _____
42. Gut Punch _____
43. We Noticed _____
44. Pre-Booking _____
45. Action Flow Charts _____

ScoreCARD

Mood Diagram by YOU NET RESULTS



Four Quadrants of Competence



Lotus Code

What is it? _____



1. T _____

2. W _____

3. A _____

4. H _____

5. P _____

6. A _____

Other Thoughts: _____

Only **TWO** Ways to Increase Sales

GO for NO!

Then How Did You Know He Was Done?

"Harold waited calmly for me to stop being defensive, then he said, 'We've already established what he said yes to. What I want to know now is, what did he say no to?'

"I thought for a long time, mentally reviewing the sale in my mind, then sheepishly I replied, 'Nothing. That customer didn't say no to anything.' 'So,' Harold asked, 'then how did you know he was done?'

"I remember it like it was yesterday," the other Eric began. "I, or we, had only been working at Dubin's for about a month when the district manager, Harold, was scheduled to do a store visit and I really wanted to impress him. As you may remember, we weren't doing very well sales-wise," he recounted, "and quite honestly I was worried that if my personal sales didn't improve that they were going to let me go. This is right after Elaine and I got married, and the last thing I needed was to suddenly be without a job."

"I remember it well," I said in agreement.

"Harold showed up about nine-thirty in the morning and everybody said their hellos, coffee and donuts and all that, and at ten o'clock we opened the doors. I was the first salesman in that morning so I had first ups. Sound familiar so far?"

I nodded.

"Then," he continued, "in walks this finely-dressed gentleman who announces that he wants to buy an entire wardrobe of clothing! And, within thirty minutes, I have my biggest sale ever. I was certain that Harold would be impressed."

"I remember that too," I said.

"After the customer left, Harold finally sauntered over and said, 'Nice sale kid.' My chest puffed out with pride. 'Eleven hundred dollars!' I proclaimed. But Harold just stood there and didn't seem overly impressed. Finally he said, 'I'm just curious, but what did that customer say no to?' 'What do you mean?' I shot back. 'That guy just bought a suit, sport coat, three shirts, six ties, shoes, socks, a belt and underwear! What do you mean, what did he say no to?'

"His question hit me like a punch because I suddenly realized the customer hadn't ended the sale, I had! Why? For only one reason I could think of... the customer had hit my mental spending limit. I realized that I had never spent more than a thousand bucks on a shopping trip ever, so when anyone went over my mental spending limit, hey... they were done!"

"I pretty much remember that," I said, "but it didn't have that much impact on me. That's what changed your life?"

"Yes. That and what Harold said next. He said, 'The salesperson never decides when the sale is over; the customer does.' Then he looked me in the eye and said, 'Eric, your fear of hearing the word 'no' is the only thing standing between you and greatness.'

"It was amazing. I had gone into work that morning hoping to keep my job, and I went home that night just two letters away from greatness."

Two letters from greatness, I heard myself repeating.

N and O.

No.



Stop Selling with Your Own Wallet



If you're deciding what the customer will spend on items

Or do – these will create a self-restriction.



Exercise: For the following list of items, ask yourself:

In your opinion what's a lot of money to spend on?

- *A Pair of Dress Shoes or Boots? \$_____*
- *A Dinner for two during a Special Occasion? \$_____*
- *A Family Pet? \$_____*
- *A New PC or Laptop Computer? \$_____*
- *A New Outdoor Grill? \$_____*
- *A One Week Family Vacation? \$_____*
- *A Veterinarian Bill? \$_____*
- *A Birthday Gift for a Good Friend? \$_____*
- *A Repair of your Washing Machine? \$_____*
- *A Surround Sound System? \$_____*
- *A Bicycle? \$_____*

Your values on the items above may not mean much to you in terms of your ability to sell auto repair or services.

But if you were buying or selling these specific items for a living, they would! Your thinking will represent a self-imposed restriction on your potential sales.

Additional Notes:



Discovering the Line

The only way to discover “the line” is to step over it now and then

One of the big fears most of us in the auto repair business have is the fear of accidentally *stepping over the line* with someone we’re trying to present to. This can be especially difficult when someone has just said YES and bought needed auto repair from us, and now we’re expanding to additional concerns we found on their vehicle. How *dare* we ask for more?!

And, to make matters worse, *the line* is in a different place for every person. So, to play it safe, most of us stand way back from our self-imposed line.

But, if you adopt an attitude that says, “*Under no circumstances are you EVER going to take a chance of accidentally upsetting a customer*”... there’s no way you will ever perform to your full potential. And, ultimately, the only way to discover where the line is to step over it!

What NEGATIVE Things *Might* Happen if You “Discover-the-Line” with auto repair needs?

- _____
- _____
- _____
- _____

What POSITIVE Things *will* happen if you “Discover-the-Line” with auto repair needs?

- + _____
- + _____
- + _____
- + _____

We’re not condoning overly aggressive behavior or being rude or pushy with a customer... ever. But we *are* saying that most of us need to be more assertive and, as such, every now and then we’re going to discover the line. But if you never discover the line on needing auto repair, how can you ever know if you’ve maximized your opportunities to perform your professional obligation, for the customer?

Additional Notes:

How-to-Order



GFN Breakthrough Training & Coaching Course

Access the Go for No! Breakthrough Training & Coaching Experience with the authors and creators of the best-selling book, Go for No!

NOTE: You will receive a Welcome Email with all the information you need to participate. We're looking forward to helping you turn NO from an obstacle into an asset to achieve the success you deserve! - *Andrea & Richard*

Check This Out

Go For No Online Course

How to invest in your own Go for No Online Course...

Highly recommended to maximize this great opportunity

www.Gofornocourse.com [Get Started Today](#)

Code Save \$50.00 You Net Results Discount: GFNYNR22

Additional Notes:

Notes Page

Board Terminology and Definitions

Work Flow Board and Bag Audit Sheet

Date of this Audit _____ / _____ / _____

1. Date on Board _____
2. Goal on Board _____
3. Tech Rotation in use _____
4. All RO's on Board _____
5. Colors are being used _____
6. ISO / PMI totals done _____
7. All times filled in, _____ Average touch times for Pink are _____
8. Total number of RO's _____
9. Total number of RO's that declined the ISO _____
10. Total Number of RO's PMI'ed _____
11. Second swings taking place _____
12. RO's have history attached _____
13. RO's have scheduled Maintenance attached _____
14. RO's have estimate attached _____
15. RO's have isolation script attached (greens) _____
16. Oil changes documented for 5 Packs _____
17. Flat repairs documented for tire balance _____
18. Email addresses being collected _____
19. Board free of bullet holes _____
20. Parts ordered / Parts in _____
21. GM / Manager has audited the bag _____
22. Missed Sales filed away _____
23. Done / Billed / Called _____
24. Huddles being done _____

Notes:

Notes Page

Voice and Gesture Enhancements

3 P's

*P*repare - *P*ractice - *P*resent

Payoff Voice Enhancements Sounding

Library / Church voice _____
Excited voice _____
Dramatic pauses _____
Great news voice _____
Empathy voice _____
Super serious voice _____
Confident voice _____

Avoid Voice Enhancements Sounding

Timid _____
Doubtful _____
Nervous _____
Disrespectful _____
Distracted _____
Unsympathetic _____
Rushed _____
Unprepared _____

Payoff Gestures for Enhancements

Stand Up - Hand Movement – Look See - Point - Smile – Rub Chin

Presenting Power - Word Analogies

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

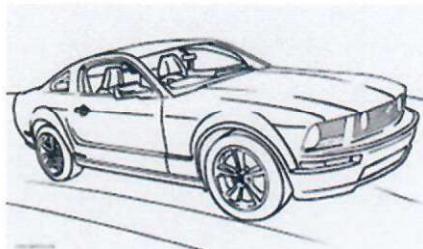
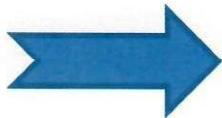
8. _____

Notes Page

Your Vehicle Forecast

Your Name _____

Car Make: _____ Model: _____ Year: _____



Current Mileage

Date: _____

Mileage Goal

Date: _____

Forecasting Questions:

How long have you owned your vehicle? _____

Did you buy it new? _____ Yes _____ No _____

How long do you plan to keep it? _____

Do you have a mileage goal? If so what is it? _____

Do you prefer to do regular recommended maintenance? _____ Yes _____ No _____

Are there any additional thoughts you would like to share with me?

Additional Notes:

Notes Page

PARP
Prepare - Audit - Rehears - Present
Accountability and Performance Checklist

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____

FAB-FIVE / Writing Exercise

Script Name: _____

FAB-FIVE / Writing Exercise

Script Name: _____

Statement

The shop is going to be closed tomorrow...

James called in sick today...

It's going to snow tomorrow...

Tell the Tale

How and Why? – Four and Eight

Four Reasons

1. _____
2. _____
3. _____
4. _____

Eight Rules to Phone Skills

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Notes Page

Top Three Incoming Calls

O _____

I _____

P _____

The Tie-Down - Capturing the Car

The Incoming Phone Call - Oil Change Script

How much do you charge for an oil change?

Sure, may I get some information from you?

Yes

What is the year and make model of your vehicle?

Do you prefer full synthetic oil or a blend?

The oil change service for your vehicle will run \$\$\$, and that includes all taxes and fees.

That includes a new oil filter, as well as a 19-point courtesy inspection performed by one of our ASE Certified technicians IS NOW A GOOD TIME to bring in your vehicle?

THEN ...Tie it down.

1. Name
2. Phone #
3. Verify location.
4. My name is _____ just ask for me and I will get you taken care of.

The Quick Close

Do you, Can you.....

ABSOLUTLEY.... Is now a good time to bring in your vehicle?

Then Tie it down

GREAT!

1. Name
2. Phone #
3. Verify location
4. My name is _____ just ask for me and I'll get you taken care of.

Anytime Script

Ringing Thank you for calling anywhere automotive.

Yes, could you tell me how much you would charge me for a front brake job?

What type of conditions are you experiencing with your brakes?

I hear some squeaking and grinding when I come to a stop.

ANYTIME you are experiencing _____, you need to have

That inspected by one of our ASE certified trained technicians.....

At no charge to you, we will provide you with a complete written estimate.

Is now a good time to bring in your vehicle?

Then Tie it down

GREAT!

1. Name
2. Phone #
3. Verify location
4. My name is _____ just ask for me and I'll get you taken care of.

Notes Page

Missed Sales File SOP 512

WHY?	Why am I documenting this procedure?	Even out work flow, slow time callbacks, capture 25% of the missed sales, good customer retention, no follow up with missed sales it lost its value, have to decide to do it and set a date for rollout...
WHO?	Who will ultimately be responsible for this procedure?	Manager, Service Advisor,
WHAT?	What are the key elements of this procedure? 	Offer discount on which callback second one, 3 calls, script for each of the calls, according file, copier, write call notes on front, color code all three calls differently, pull from missed sales file if customers comes in and gets job done, asked when and how to follow up, times to call NOT evening, length of phone call under 45 seconds,

Missed Sales File SOP 512

HOW?	How is the procedure done? Step by Step.	<ol style="list-style-type: none">1. Buy file2. Take it to your staff, sell the sizzle and why,3. Write the three scripts4. Looking for a voice mail, it's not interruptive, 9-10AM or 1-2PM perhaps a call time5. What to say on the exit conversation6. Contact options, with your permission I would love to follow up on this needed service, by phone message, would that be okay...When? Alternate ways....text, email or not at all or mailed card,7. Find someone on our staff that has the natural skill set...contest within the staff...8. Write Script One...invitation back9. Write Script Two...incentive discount10. Write Script Three...last call script11. Script element, identify self, is now a good time if live voice is reached, fork in the road opening, actual voice mail, might be the person just answering the phone, live voice, things we are asking them to do > call back to set give options, appointment leave a number, drop by drop off the car, come by and wait,12. Demand Force email follow ups, when do they go out? Bolt-On setup through Mitchell, Kukui based on mileage or 10 days emailed out on recommends or missed sales, How is our POS setting the perimeters for emailing, card to go out without email address, email is free but cards might cost \$1,13. Rehears the scripts and train the team step-by-step...14. Make the calls car specific and service specific give options to have them return....
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Missed Sales File - Script Writing Exercise

Sample Script: _____

Sample Script: _____

ECM - Exercise

Effect _____

Cause _____

Maintenance _____

Full System Isolate (Initial Concern) Presentation Script – V9

Mr. / Mrs. _____ this is _____ from _____ is now a good
(Customers name) (Your name) (Shop name)
time to talk? If the answer is “No”... responding with... When is a Good time to call you back?

If the answer is “yes”... respond with... Great!

My ASE technician _____ and I have personally inspected _____
(F&B) (Tech's first Name) (Credibility) (Mirror back Concern as customer stated)

And have taken digital photographs and or a video for your records as well.

Over all the _____ is in Great Shape. (If it truly it is)
(System being addressed only)

List Three Positive Of The Particular System We Are Addressing:

(All for reassurances)

The _____ is in _____ shape, (choose the proper wordage, normal,
(Insert word) excellent, not leaking, good, great,

The _____ is in _____ shape, condition, satisfactory)
(Insert word) (Blend in with failure explanation)

The _____ is in _____ shape,
(Insert word)

We have isolated your concern and identified these items needing immediate attention (Deliver with Urgency
and Conviction!) Be prepared to explain functionality of failed component(s), along with ECM.

Failure _____

Effect _____

Cause _____

Maintenance _____

Again, overall the _____ is in Great Shape! (Reassurance)
(System being addressed)

Your total investment for this repair is \$_____ dollars (include all taxes and ad on fees),

The good news is the parts are in stock. (Assuming the sale)

This repair has a _____ month - _____ miles Nationwide Guarantee. (Or insert Guarantee this repair has)
(F & B and Reassurance)

So with your permission I'll have _____ get started on the repairs.
(Do not pause keep pushing through) (Insert tech's first name)

Is there a particular time - you would like your vehicle to be ready? _____ (Wait for the answer)

Once the repair is completed and your vehicle is road tested. I'll have _____ to perform a
complimentary maintenance inspection, to make sure the rest of the vehicle is in safe and operating
order. Is this a good number to reach you periodically throughout the day with updates?

Thank you - I will be talking with you soon. (Always assume the customer wants it fixed!!!)

Additional Notes:

Broke Car Scenario

Scenario: _____

Describe the failure: _____

What failed? _____

How does it function? _____

If not addressed what could happen? _____

E: _____

C: _____

M: _____

PREVENTIVE MAINTENANCE INSPECTION

NAME	DATE	TECH	YEAR	PROD DATE	MAKE	MODEL	MILES
ENGINE SIZE		VALVE TRAIN	ENG MISC	TRANS	DRIVE LINE	BODY STYLE	
<input type="checkbox"/> FI <input type="checkbox"/> GAS <input type="checkbox"/> DIESEL <input type="checkbox"/> CARB <input type="checkbox"/> 4 <input type="checkbox"/> 6 <input type="checkbox"/> 8 LITER/CI=		<input type="checkbox"/> SOHC <input type="checkbox"/> OHV <input type="checkbox"/> DOHC	<input type="checkbox"/> P/S <input type="checkbox"/> AIR <input type="checkbox"/> A/C <input type="checkbox"/> TURBO		<input type="checkbox"/> FWD <input type="checkbox"/> 4WD <input type="checkbox"/> RWD <input type="checkbox"/> ABS	<input type="checkbox"/> 2DR <input type="checkbox"/> 4DR <input type="checkbox"/> HATCHBACK <input type="checkbox"/> WAGON <input type="checkbox"/> TRAILER HITCH <input type="checkbox"/> CONVERTIBLE	
VIN -		NEEDS IMMEDIATE ATTENTION		SYSTEM OK	ESTIMATED COST	NOTES	
INTERIOR	1. Head, Stop, Tail, Turn Signal Lights		<input type="checkbox"/>	<input type="checkbox"/>			
	2. Air Conditioner/Heater Service		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> RECYCLE TEMP=		
	3. Emergency Brake Operation		<input type="checkbox"/>	<input type="checkbox"/>			
	4. Systems — Fault Warning Lights		<input type="checkbox"/>	<input type="checkbox"/>			
	5. Power Steering Service (50,000)		<input type="checkbox"/>	<input type="checkbox"/>			
	6. Condition of Belts		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> V# <input type="checkbox"/> S#		
	7. Condition-Radiator/Heater Hoses		<input type="checkbox"/>	<input type="checkbox"/>			
	8. Air Intake & Induction Service		<input type="checkbox"/>	<input type="checkbox"/>			
	9. Condition of Wiper Blades/Washers		<input type="checkbox"/>	<input type="checkbox"/>	RIGHT	LEFT	REAR
	10. Timing Belt (Yr _____ Miles _____)		<input type="checkbox"/>	<input type="checkbox"/>	WITH WATER PUMP		WITHOUT WATER PUMP
UNDER HOOD	11. Battery-Condition		<input type="checkbox"/>	<input type="checkbox"/>	AMPS	VOLTS	CCA
	12. Condition of Battery Cables		<input type="checkbox"/>	<input type="checkbox"/>			
	13. Automatic Transmission Service		<input type="checkbox"/>	<input type="checkbox"/>	COMPLETE FLUID TRANSFUSION		
	14. Engine Oil Change (3 months/3,000 miles)		<input type="checkbox"/>	<input type="checkbox"/>			
	15. Coolant-Transfusion		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> STANDARD LIFE <input type="checkbox"/> PROTECTION <input type="checkbox"/> EXTENDED LIFE <input type="checkbox"/> PH		
	16. Brake Hydraulic System (30,000)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> BRAKE SYSTEM FLUSH		
	17. Spark Plugs (Standard/Platinum)		<input type="checkbox"/>	<input type="checkbox"/>			
	18. Fuel Filter (25,000 miles)		<input type="checkbox"/>	<input type="checkbox"/>			
	19. Condition of Air/Pollen Filters		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> AIR	<input type="checkbox"/> POLLEN	
MID	20. M.V.I. (Month Due _____)		<input type="checkbox"/>	<input type="checkbox"/>			
	21. Condition of Front Brakes		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> ROTORS LINING <input type="checkbox"/> DRUMS THICKNESS= <input type="checkbox"/> R <input type="checkbox"/> L		
	22. Condition of Rear Brakes		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> ROTORS LINING <input type="checkbox"/> DRUMS THICKNESS= <input type="checkbox"/> R <input type="checkbox"/> L		
	23. Tires-Condition/Air Pressure		<input type="checkbox"/>	<input type="checkbox"/>	SIZE= <input type="checkbox"/> RF <input type="checkbox"/> LF <input type="checkbox"/> RR <input type="checkbox"/> LR		
	24. Engine /Transmission/Oil Leaks		<input type="checkbox"/>	<input type="checkbox"/>			
	25. Manual Transmission Service (50,000)		<input type="checkbox"/>	<input type="checkbox"/>			
	26. Differential/Transfer Case Service (50,000)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> FRONT	<input type="checkbox"/> REAR	<input type="checkbox"/> TRANSFER CASE
FULL RISE	27. Alignment		<input type="checkbox"/>	<input type="checkbox"/>			
	28. Condition-MacPherson Struts/Shocks		<input type="checkbox"/>	<input type="checkbox"/>			
	29. Condition of Constant Velocity Boots		<input type="checkbox"/>	<input type="checkbox"/>			
	30. Condition of Front Suspension		<input type="checkbox"/>	<input type="checkbox"/>			
	31. Condition of Exhaust System		<input type="checkbox"/>	<input type="checkbox"/>			
	32. Miscellaneous		<input type="checkbox"/>	<input type="checkbox"/>	RESET OIL CHANGE INDICATOR		

* Recommended service intervals in parenthesis.

PMI (Additional Concerns) Presentation Script – V11

Mr. / Mrs. _____ this is _____ from _____ is now a good
(Customers name) (Your name) (Shop name)
time to talk? If the answer is “No”... responding with... When is a Good time to call you back?

If the answer is “yes”... respond with... Great!

The repairs on your _____ system have been completed and we don’t see any other
issues with this repair at this time! (Make sure nothing else is needed before you proceed)

As promised my ASE Technician _____ and I have personally completed the
Preventive Maintenance Inspection on your vehicle and have taken digital photographs of your
vehicle. ***Overall*** - your vehicle is in great shape (if it truly is).

First: We started with the test drive and under-hood inspection

We have inspected _____ it’s in great shape,

We have inspected _____ it’s in great shape,

We have identified your _____ are bad and they need your immediate attention

We have inspected _____ it’s in great shape,

We have identified your _____ are bad and they need to be replaced

We’re also going to _____ and _____.

Additional Notes:

Second: We performed a mid-rise inspection and identified the following:

We have inspected _____ it’s in great shape,

We have inspected _____ it’s in great shape,

We have identified your _____ are bad and they need your immediate attention

We have inspected _____ it’s in great shape,

We have identified your _____ are bad and they need to be replaced

We’re also going to _____ and _____.

Additional Notes:

Third: We completed the full rise inspection and identified the following:

We have inspected _____ it's in great shape,

We have inspected _____ it's in great shape,

We have identified your _____ are bad and they need your immediate attention

We have inspected _____ it's in great shape,

We have identified your _____ are bad and they need to be replaced

We're also going to _____ and _____.

Additional Notes:

Overall your _____ is in Great Shape!

These additional Repairs also have the ____ month - ____ miles Nationwide guarantee.

Your additional investment today is \$_____ dollars which brings your total investment

To \$_____ and this includes all taxes and fees,

And again your vehicle is well worth the investment (**if it is**), so with your permission I will get
_____ started on the additional repairs. (Do not pause keep pushing through)

Is _____ still the best number to reach you?

Great... I'll give you a call once your vehicle has been road tested and completed.

Additional Notes:

Gut-Punch / Practice...Isolate Presentations that you hear a NO: How it was said....

Again, overall the _____ is in Great Shape! (Reassurance)
(System being addressed)

The good news is the parts are in stock. (Assuming the sale)

Your investment today is \$_____ dollars (include all taxes and ad on fees),

So with your permission I'll have _____ get started on the repairs.
(Do not pause keep pushing through) (Insert tech's first name)

Is there a particular time you would like your vehicle to be ready? _____ (Wait for the answer)

Practice...PMI Presentations that you hear a NO: How it was said....

Overall your _____ is in Great Shape! (See PMI Script for wordage)

Your additional investment today is \$_____ dollars which brings your total investment

To \$_____ and this includes all taxes and fees,

And again your vehicle is well worth the investment (if it is), so with your permission I will get
_____ started on the additional repairs. (Do not pause keep pushing through)

Is there a particular time you would like your vehicle to be ready? _____ (Wait for the answer)



Step 1...Understand the comment and concerns...

Gut punch >> ouch (<<< don't say), oh my, feel the pain, repeat the comment, I am sorry to hear that, we have all been there ASK>> May I ask you an interesting question? (Pause for answer) What makes you feel you _____? (<<< Repeat back what they said word for word) (LISTEN) ... slow down...dig in and find out what the comments or concerns really are...gain clarity!

****MIND SET...Remove yourself mentally from the conversation / remove presentation hat, relax, pushback, lay down your pen, close the binder, slow it down give the customer time to think, turnover the presentation sheet and write on the back, shift in mindset, move the energy to finding the solution by exploring options, Listening to the customer's comments will help you transition from Gut Punch, it's okay for the customer to say no or yes they are equal, let's partner with the customer to find what is best for them, remember...People don't care how much you know, they want to know you care. Listen for the issue then use the options that fit the true comment, don't rush through the script, slow down and respond, take sales hat off put the listening hat on for the day start conversing

Additional Notes:

Step 2...Find the options and solutions

Pause, rub your chin, become reflective, and speak slowly STATE >> ASK (speak slowly this is a school zone)...Are you open to a couple of options...to find a solution...so you can get this repair completed? (Pause for a response) Okay lets proceed (Don't ask just lead them toward the options)

SO...Let's grab some paper and list them down while we talk (1-2-3-4 engage them in making the list...make sure they are coming along with you in the conversation)

Options and Solutions: Converse about each one as mentioned...Drill down for better solutions...
(Converse...each one as discussed) ... Speak about the Warranty and Share the benefit story tell MORE, 3 year parts and labor, cost you nothing, anywhere USA, would you agree this is a huge benefit gain agreement....

1. Do nothing and not fix the car today (For your safety and reliability of your vehicle that wouldn't be you're the best option, wouldn't you agree that's not the best option?) (reclose option)
2. What solutions could you think of? Listen, write them down, discuss each, ... (reclose option)
3. Use some cash (How much were you prepared to spend today?) Pause get answer and STATE >> you could place the remainder on your credit card the balance (reclose option)
4. Financing (understand the F&B stay positive) (reclose option)
5. Use some cash and ask a relative or friend for the balance (reclose option)

Reclose option.... (Reclose if it feels it is the right time, judgement call on your part)

So with your permission I'll have _____ get started on the repairs.
(Do not pause keep pushing through) (Insert tech's first name)

Is there a particular time you would like your vehicle to be ready? _____ (Wait for the answer)

Okay let's review the list again (If need be...Speak slowly)....ASK >> in your opinion which one of these options and solutions work best for you? (Reclose option)

Price, Price, Price...Let's review Features and Benefits, partner with them to help them make a decision...Don't fall prey to the price match thinking or discounting before you have an in depth options conversation, vet out and talk about what our value is for what we are asking for.

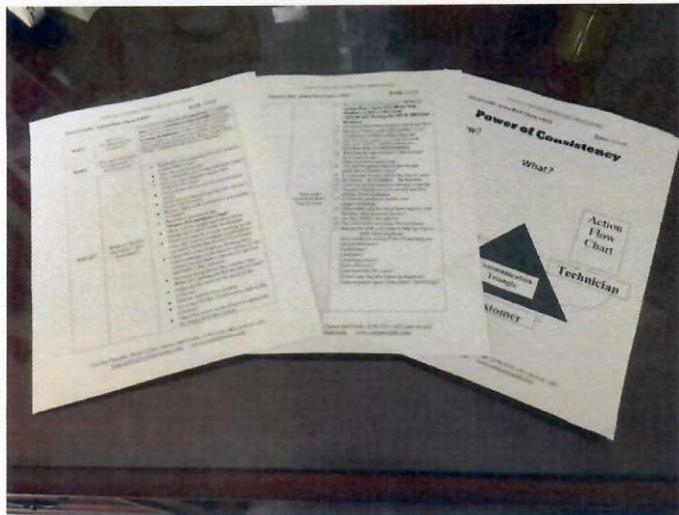


Pre-Booking

Key Takeaway's: _____

Finger Count Exercise: _____

Action Flow Charts



Our World is a Little Different – Exercise



What is included in an estimate? _____

Where do the leftovers go? _____

Brainstorm _____

Feedback from _____

Shop Name _____

Email Address _____

What did you learn?

What was your biggest takeaway?

What was your largest flathead experience?

What will you take back and use during your next work day?

If there was one thing you would change to make the **ARA Front Counter Workshop** better for you what would it be?

If someone asked you...How was the **ARA Front Counter Workshop**? What would you tell them?

ALL About PARP

Powered By



Presented By

Brian Gillis / Owner and Guide

Prepare-Audit-Rehearse-Present

YouNetResults.com / 678-910-1401 / brian.gillis@younetresults.com

ARA – Virtual Clinic – Booklet Index



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PARP Exercise
Prepare - Audit - Rehears - Present
Accountability and Performance Checklist

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____

Notes Page

Notes Page

Notes Page

ECM Exercise

Effect _____

Cause _____

Maintenance _____

Why Role Play?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Additional Notes:

Tell the Tale

One Thing - Exercise

1. Gotta Have _____

2. What might the customer say? _____

One Thing - Exercise

3. Additional Thoughts _____

Full System Isolate (Initial Concern) Presentation Script – V10

Mr. / Mrs. _____ this is _____ from _____ is now a good
(Customers name) (Your name) (Shop name)
time to talk? If the answer is “No”... responding with... When is a Good time to call you back?

If the answer is “yes”... respond with... Great!

My ASE technician _____ and I have personally inspected _____
(F&B) (Tech's first Name) (Credibility) (Mirror back Concern as customer stated)

And have taken digital photographs and or a video for your records as well.

Over all the _____ is in Great Shape. (If it truly it is)
(System being addressed only)

List Three Positive Of The Particular System We Are Addressing:

(All for reassurances)

The _____ is in _____ shape, (choose the proper wordage, normal,
(Insert word) excellent, not leaking, good, great,

The _____ is in _____ shape, condition, satisfactory)
(Insert word) (Blend in with failure explanation)

The _____ is in _____ shape,
(Insert word)

We have isolated your concern and identified these items needing immediate attention (Deliver with Urgency
and Conviction!) Be prepared to explain functionality of failed component(s), along with ECM.

Failure _____

Effect _____

Cause _____

Maintenance _____

Again, overall the _____ is in Great Shape! (Reassurance)
(System being addressed)

Your total investment for this repair is \$ _____ dollars (include all taxes and ad on fees),

The good news is the parts are in stock. (Assuming the sale)

This repair has a _____ year - _____ miles Nationwide Guarantee. (Or insert Guarantee this repair has)
(F & B and Reassurance)

Once the repair is completed and your vehicle is road tested. I'll have _____ to perform a
complimentary maintenance inspection, to make sure the rest of the vehicle is in safe and operating
order. (This can be delivered during an update or with the Isolation presentation)

So with your permission I'll have _____ get started on the repairs.
(Do not pause keep pushing through) (Insert tech's first name)

Is this a good number to reach you periodically throughout the day with updates _____ (Wait for the answer)

Thank you - I will be talking with you soon. (Always assume the customer wants it fixed!!!)

Additional Notes:

PREVENTIVE MAINTENANCE INSPECTION

NAME	DATE	TECH	YEAR	PROD DATE	MAKE	MODEL	MILES
ENGINE SIZE	VALVE TRAIN	ENG MISC	TRANS	DRIVE LINE	BODY STYLE		
<input type="checkbox"/> FI <input type="checkbox"/> GAS <input type="checkbox"/> DIESEL <input type="checkbox"/> CARB <input type="checkbox"/> 4 <input type="checkbox"/> 6 <input type="checkbox"/> 8 LITER/CI=	<input type="checkbox"/> SOHC <input type="checkbox"/> DOHV <input type="checkbox"/> DOHC	<input type="checkbox"/> P/S <input type="checkbox"/> AIR <input type="checkbox"/> A/C <input type="checkbox"/> TURBO		<input type="checkbox"/> FWD <input type="checkbox"/> 4WD <input type="checkbox"/> RWD <input type="checkbox"/> AABS	<input type="checkbox"/> 2DR <input type="checkbox"/> 4DR <input type="checkbox"/> HATCHBACK <input type="checkbox"/> WAGON <input type="checkbox"/> TRAILER HITCH <input type="checkbox"/> CONVERTIBLE		
VIN -	NEEDS IMMEDIATE ATTENTION		SYSTEM OK	ESTIMATED COST	NOTES		
INTERIOR	1. Head, Stop, Tail, Turn Signal Lights	<input type="checkbox"/>	<input type="checkbox"/>				
	2. Air Conditioner/Heater Service	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> RECYCLE TEMP=		
	3. Emergency Brake Operation	<input type="checkbox"/>	<input type="checkbox"/>				
	4. Systems — Fault Warning Lights	<input type="checkbox"/>	<input type="checkbox"/>				
	5. Power Steering Service (50,000)	<input type="checkbox"/>	<input type="checkbox"/>				
	6. Condition of Belts	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> V# <input type="checkbox"/> S#		
	7. Condition-Radiator/Heater Hoses	<input type="checkbox"/>	<input type="checkbox"/>				
	8. Air Intake & Induction Service	<input type="checkbox"/>	<input type="checkbox"/>				
	9. Condition of Wiper Blades/Washers	<input type="checkbox"/>	<input type="checkbox"/>		RIGHT	LEFT	REAR
	10. Timing Belt (Yr _____ Miles _____)	<input type="checkbox"/>	<input type="checkbox"/>		WITH WATER PUMP	WITHOUT WATER PUMP	
UNDER HOOD	11. Battery-Condition	<input type="checkbox"/>	<input type="checkbox"/>		AMPS	VOLTS	CCA
	12. Condition of Battery Cables	<input type="checkbox"/>	<input type="checkbox"/>				
	13. Automatic Transmission Service	<input type="checkbox"/>	<input type="checkbox"/>		COMPLETE FLUID TRANSFUSION		
	14. Engine Oil Change (3 months/3,000 miles)	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> STANDARD LIFE <input type="checkbox"/> PROTECTION <input type="checkbox"/> EXTENDED LIFE <input type="checkbox"/> PH		
	15. Coolant-Transfusion	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> BRAKE SYSTEM FLUSH		
	16. Brake Hydraulic System (30,000)	<input type="checkbox"/>	<input type="checkbox"/>				
	17. Spark Plugs (Standard/Platinum)	<input type="checkbox"/>	<input type="checkbox"/>				
	18. Fuel Filter (25,000 miles)	<input type="checkbox"/>	<input type="checkbox"/>				
	19. Condition of Air/Pollen Filters	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> AIR <input type="checkbox"/> POLLEN		
MID	20. M.V.I. (Month Due _____)	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> ROTORS LINING <input type="checkbox"/> DRUMS THICKNESS=	<input type="checkbox"/> R <input type="checkbox"/> L	
	21. Condition of Front Brakes	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> ROTORS LINING <input type="checkbox"/> DRUMS THICKNESS=	<input type="checkbox"/> R <input type="checkbox"/> L	
	22. Condition of Rear Brakes	<input type="checkbox"/>	<input type="checkbox"/>		SIZE=		
	23. Tires-Condition/Air Pressure	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> RF <input type="checkbox"/> LF <input type="checkbox"/> RR <input type="checkbox"/> LR		
	24. Engine /Transmission/Oil Leaks	<input type="checkbox"/>	<input type="checkbox"/>				
	25. Manual Transmission Service (50,000)	<input type="checkbox"/>	<input type="checkbox"/>				
	26. Differential/Transfer Case Service (50,000)	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> FRONT <input type="checkbox"/> REAR <input type="checkbox"/> TRANSFER CASE		
FULL RISE	27. Alignment	<input type="checkbox"/>	<input type="checkbox"/>				
	28. Condition-MacPherson Struts/Shocks	<input type="checkbox"/>	<input type="checkbox"/>				
	29. Condition of Constant Velocity Boots	<input type="checkbox"/>	<input type="checkbox"/>				
	30. Condition of Front Suspension	<input type="checkbox"/>	<input type="checkbox"/>				
	31. Condition of Exhaust System	<input type="checkbox"/>	<input type="checkbox"/>				
	32. Miscellaneous	<input type="checkbox"/>	<input type="checkbox"/>		RESET OIL CHANGE INDICATOR		

* Recommended service intervals in parenthesis.

PMI (Additional Concerns) Presentation Script – V11

Mr. / Mrs. _____ this is _____ from _____ is now a good
(Customers name) (Your name) (Shop name)
time to talk? If the answer is “No”... responding with... When is a Good time to call you back?

If the answer is “yes”... respond with... Great!

The repairs on your _____ system have been completed and we don’t see any other
issues with this repair at this time! (Make sure nothing else is needed before you proceed)

As promised my ASE Technician _____ and I have personally completed the
Preventive Maintenance Inspection on your vehicle and have taken digital photographs of your
vehicle. ***Overall*** - your vehicle is in great shape (if it truly it is).

First: We started with the test drive and under-hood inspection

We have inspected _____ it’s in great shape,

We have inspected _____ it’s in great shape,

We have identified your _____ are bad and they need your immediate attention

We have inspected _____ it’s in great shape,

We have identified your _____ are bad and they need to be replaced

We’re also going to _____ and _____.

Additional Notes:

Second: We performed a mid-rise inspection and identified the following:

We have inspected _____ it’s in great shape,

We have inspected _____ it’s in great shape,

We have identified your _____ are bad and they need your immediate attention

We have inspected _____ it’s in great shape,

We have identified your _____ are bad and they need to be replaced

We’re also going to _____ and _____.

Additional Notes:

Third: We completed the full rise inspection and identified the following:

We have inspected _____ it's in great shape,

We have inspected _____ it's in great shape,

We have identified your _____ are bad and they need your immediate attention

We have inspected _____ it's in great shape,

We have identified your _____ are bad and they need to be replaced

We're also going to _____ and _____.

Additional Notes:

Overall your _____ is in Great Shape!

These additional Repairs also have the ____ month - ____ miles Nationwide guarantee.

Your additional investment today is \$_____ dollars which brings your total investment

To \$_____ and this includes all taxes and fees,

And again your vehicle is well worth the investment (*if it is*), so with your permission I will get
_____ started on the additional repairs. (*Do not pause keep pushing through*)

Is _____ still the best number to reach you?

Great... I'll give you a call once your vehicle has been road tested and completed.

Additional Notes:

Gut-Punch / Practice...Isolate Presentations that you hear a NO: How it was said....

Again, overall the _____ is in Great Shape! (Reassurance)
(System being addressed)

The good news is the parts are in stock. (Assuming the sale)

Your investment today is \$_____ dollars (include all taxes and ad on fees),

So with your permission I'll have _____ get started on the repairs.
(Do not pause keep pushing through) (Insert tech's first name)

Is there a particular time you would like your vehicle to be ready? _____ (Wait for the answer)

Practice...PMI Presentations that you hear a NO: How it was said....

Overall your _____ is in Great Shape! (See PMI Script for wordage)

Your additional investment today is \$_____ dollars which brings your total investment

To \$_____ and this includes all taxes and fees,

And again your vehicle is well worth the investment (if it is), so with your permission I will get
_____ started on the additional repairs. (Do not pause keep pushing through)

Is there a particular time you would like your vehicle to be ready? _____ (Wait for the answer)



Step 1...Understand the comment and concerns...

Gut punch >> ouch (<<< don't say), oh my, feel the pain, repeat the comment, I am sorry to hear that, we have all been there ASK>> May I ask you an interesting question? (Pause for answer) What makes you feel you _____? (<<< Repeat back what they said word for word) (LISTEN) ... slow down...dig in and find out what the comments or concerns really are...gain clarity!

****MIND SET...Remove yourself mentally from the conversation / remove presentation hat, relax, pushback, lay down your pen, close the binder, slow it down give the customer time to think, turnover the presentation sheet and write on the back, shift in mindset, move the energy to finding the solution by exploring options, Listening to the customer's comments will help you transition from Gut Punch, it's okay for the customer to say no or yes they are equal, let's partner with the customer to find what is best for them, remember...People don't care how much you know, they want to know you care. Listen for the issue then use the options that fit the true comment, don't rush through the script, slow down and respond, take sales hat off put the listening hat on for the day start conversing

Additional Notes:

Step 2...Find the options and solutions

Pause, rub your chin, become reflective, and speak slowly STATE >> ASK (speak slowly this is a school zone)...Are you open to a couple of options...to find a solution...so you can get this repair completed? (Pause for a response) Okay lets proceed (Don't ask just lead them toward the options)

SO...Let's grab some paper and list them down while we talk (1-2-3-4 engage them in making the list...make sure they are coming along with you in the conversation)

Options and Solutions: Converse about each one as mentioned...Drill down for better solutions...
(Converse...each one as discussed) ... Speak about the Warranty and Share the benefit story tell MORE, 3 year parts and labor, cost you nothing, anywhere USA, would you agree this is a huge benefit gain agreement....

1. Do nothing and not fix the car today (For your safety and reliability of your vehicle that wouldn't be you're the best option, wouldn't you agree that's not the best option?) (reclose option)
2. What solutions could you think of? Listen, write them down, discuss each, ... (reclose option)
3. Use some cash (How much were you prepared to spend today?) Pause get answer and STATE >> you could place the remainder on your credit card the balance (reclose option)
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(Do not pause keep pushing through) (Insert tech's first name)

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Okay let's review the list again (If need be...Speak slowly)....ASK >>> in your opinion which one of these options and solutions work best for you? (Reclose option)

Price, Price, Price...Let's review Features and Benefits, partner with them to help them make a decision...Don't fall prey to the price match thinking or discounting before you have an in depth options conversation, vet out and talk about what our value is for what we are asking for.



Feedback from _____

Shop Name _____

Email Address _____

What did you learn?

What was your biggest takeaway?

What was your largest flathead experience?

What will you take back and use during your next work day?

If there was one thing you would change to make the **ARA Virtual Clinic** better for you what would it be?

If someone asked you...How was the **ARA Virtual Clinic**? What would you tell them?