

A hand is shown from the top right, with the index finger pointing down towards a silver service bell. A vibrant red ribbon is draped across the bell and extends towards the left. The background is a solid olive green color.

# *Premium Customer Service*

## *Session 1*



# Table of Contents

## Session 1 - Premium Customer Service

The Bermuda Triangle .....	5
The Repair Shop's Bermuda Triangle.....	6
The Two E's Of Effective Selling.....	10
Guests and Premium Customer Service .....	14
The art of reading customer.....	23
From the phone to the counter .....	26
Factory Recommended Services.....	29
The Five W'S .....	30



# The Bermuda Triangle



# The Automotive Bermuda Triangle

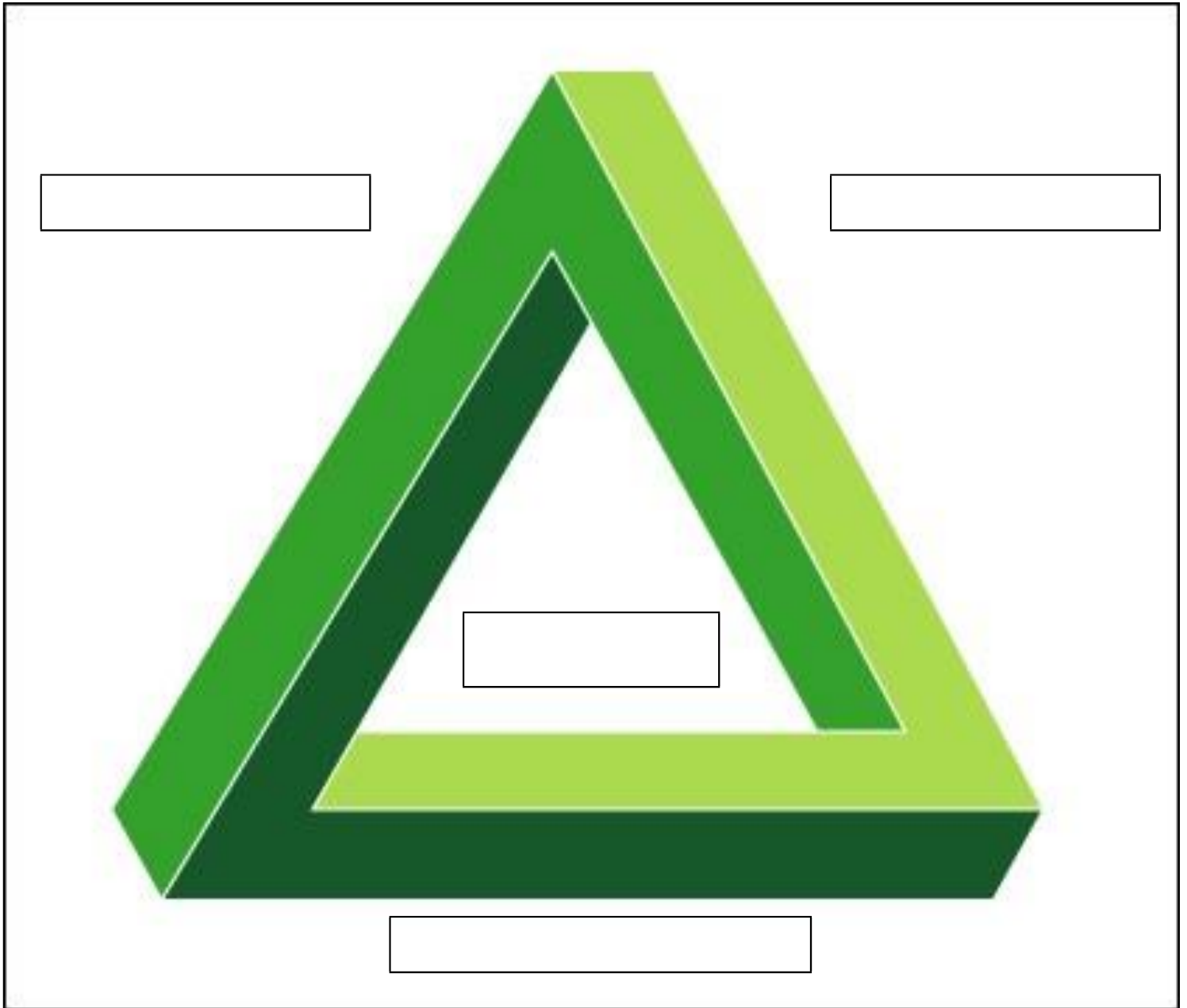


## Four Human Contacts in our Shops

1. **Owner Manager**
2. **Customers**
3. **Service Advisor**
4. **Technicians**

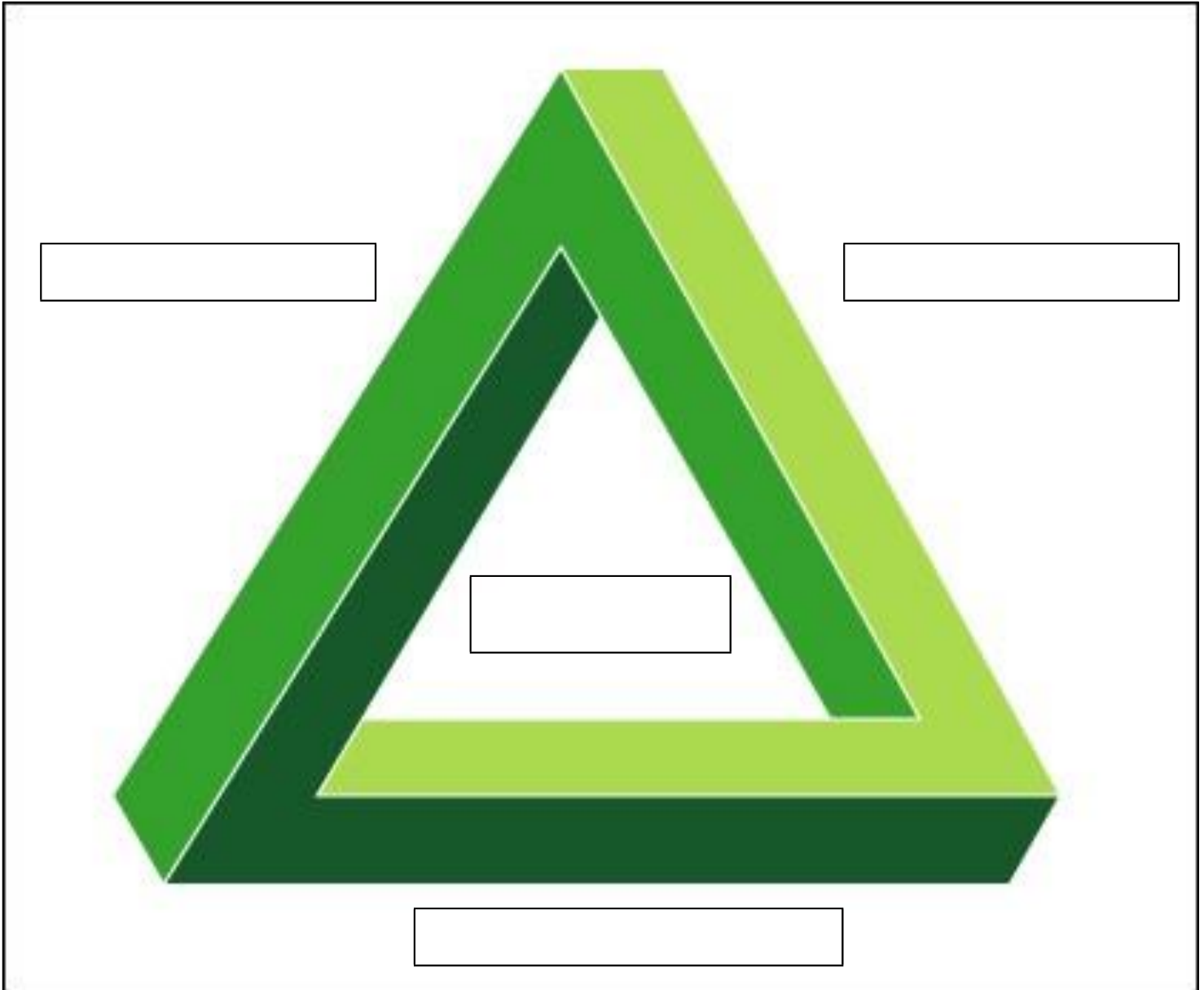
# The Automotive Bermuda Triangle

## Typical Structure of a Repair Facility



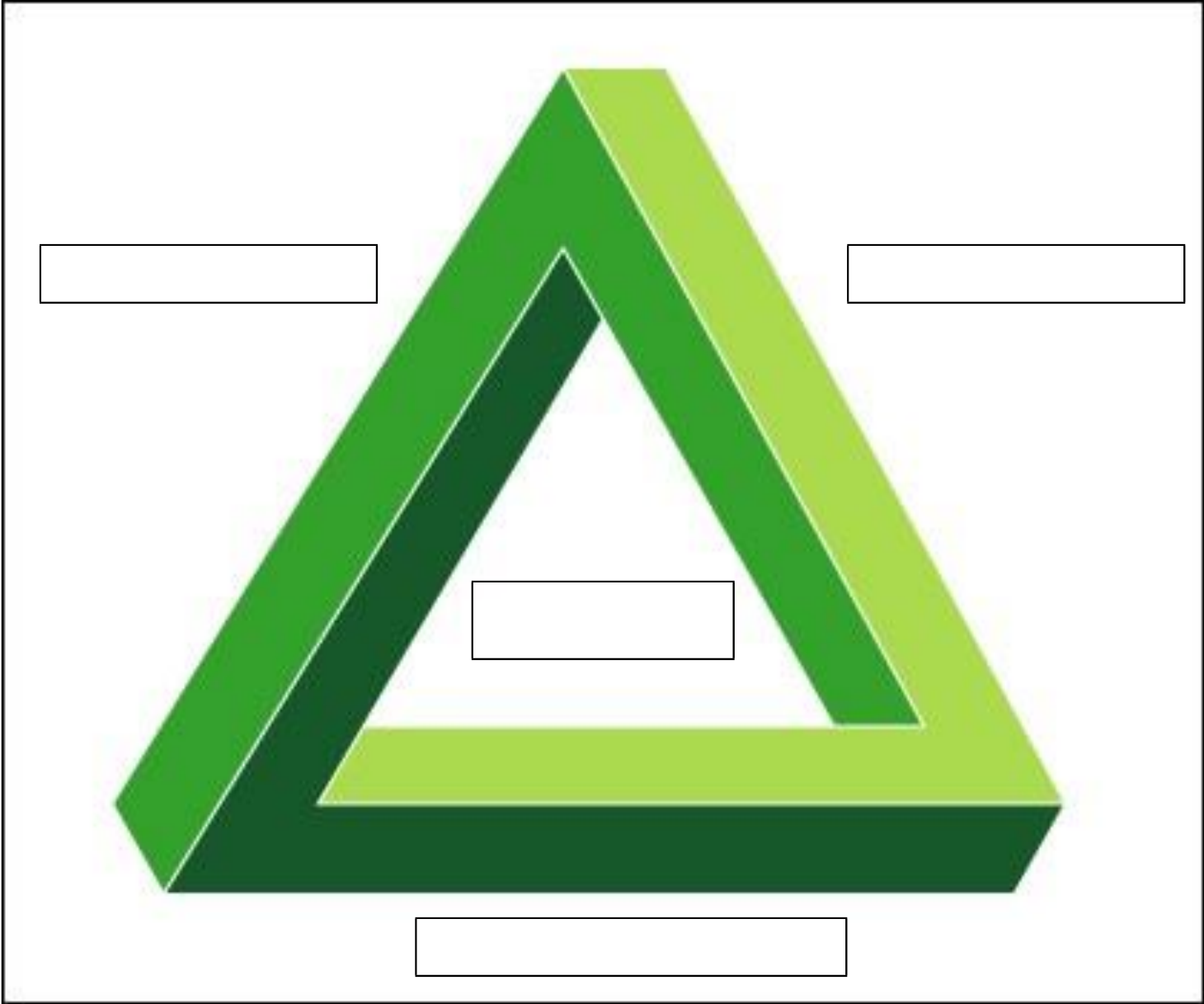
# The Automotive Bermuda Triangle Continued

## The Ideal Structure





# The Automotive Bermuda Triangle Continued



# The Two E's of Truly Effective Selling

According to an extensive study by Harvard University, there are two main ingredients to effective selling. The study was done to attempt to figure out why there was so much turnover in the insurance industry with their sales staff.

Why were some people who were sure to be successful as sales people, based on personality and a variety of other tests to attempt to determine if the candidate had "what it takes" to be a great sales person, turn out to not have it.

Others, who seemed to not be likely to succeed in selling, did work out and were great salespeople.

The study revealed that there are two key ingredients to be truly successful at selling.

One without the other can provide a major handicap in selling.

Those 2 qualities are seemingly at total opposites on a continuum.

## **Exercise:**

**Draw a break in the line where you feel you are at on this continuum:**



When we find that we are too far to the left or right...we are in trouble.

Someone is going to win and someone is going to lose and/or we will find ourselves burning out before we find the best in ourselves. The Danger is:

***Popularity can become more important than profitability***

***Or***

***It's just all about us winning and getting the sale***

# The Two E's of Truly Effective Selling

Empathy with Ego is what is needed:

## Empathy

Focus on the customer  
Value for the customer  
Pricing Parts to please customers  
Please The Customer  
Getting the customer to like you  
Serving the customers

## Ego

Focus on the business  
Profit for the Business  
Using a Parts Matrix to maintain GP  
Please owners/managers/shareholders  
Having the "boss" be pleased with you  
Doing what you were hired/paid

**Focusing too much on either end of the continuum causes problems**

**You can feel like 2 magnets that cannot connect**

*Magnets attracting and repelling:*

***A magnet's magnetic field either attracts or repels certain metals, as well as other magnets. A magnet has two ends that are referred to as poles. One pole is called north and the other one is referred to as south. To attract magnets to each other, you have to place opposite ends of two magnets near each other. Placing like ends of two magnets near each other causes the opposite to occur; the two magnets repel each other.***

# The Two E's of Truly Effective Selling

## Empathy Con't

An imbalance on this end of the continuum is:

### The Customer wins...but we don't

Many businesses that have

Provided over the top customer service  
Exceeded customers expectations have closed their doors.

### The element that "can" be missing is

Profitability!

### In order for a business to truly succeed

Not just A good company

But A **great** company

### There needs to be a **WIN WIN WIN**

1. The \_\_\_\_\_ must win
2. The \_\_\_\_\_ must win
3. The \_\_\_\_\_ must win

1. **Empathy:** This is the part of you that thinks on behalf of the customers.

Our mentality tends to be ***Thinking like and for customers***

For the most part, our industry excels at this, in fact, maybe too much. If the main focus on ***pleasing the customers***, believing that the customer is always right, and wanting to please everyone, and make everyone like you can get in the way of selling.

A shop owner who has too much empathy with customers often times provides services a lower prices, wants to please the customer by charging less and sometimes even extending in house credit.

## **Fulfilling the purpose of your purpose in the big picture**