

Training Guides Overview

There are four main service opportunities to earn shock & strut sales. Surprisingly most service providers only sell them when there is a complete failure. But that's like only selling a tire if it's completely bald.

Repair

Physical evidence makes this opportunity seem easy. Leaking, damaged, cupped tires, etc. However, by the time this occurs, vehicle age and condition may create a difficult sale.

Maintenance

Make this one a habit. Recommend replacements on all vehicles that have more than 50,000 miles, still have their originals and are equipped with standard gas/hydraulic units.

Upgrade

Base this recommendation on vehicle use. Look for vehicles that haul heavier loads, have an add-on trailer hitch or when the motorist wants a sports car feel.

Conditions-based

The KYB Ride Control Exercise Worksheet is the solution. Use it to train your techs, do effective road tests, utilize the condition ratings and communicate clearly with the customer.

The following information was designed to help create your shop's ride control business plan.

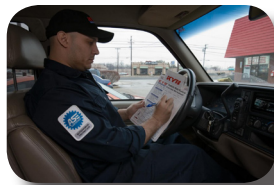


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1. Road Test:

Develop a sequence of vehicle exercises to experience each condition.



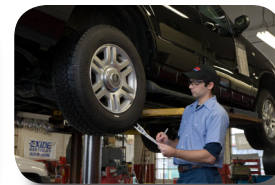
2. Rate Conditions:

Compare to the vehicle's capability with new shocks.



3. Inspect Components:

Check visual evidence of other wear points.



4. Report Findings:

Providing more condition facts to the customer increases sales.



5. Show the Customer:

The worksheet will raise awareness, need and value.

Tip:

KYB Ride Control Exercise Worksheet

Ride Control Specialist: _____ Date: 12-1-08
Customer: Mrs. Smith
Vehicle: 2008 Toyota Camry 4-cyl. 158,000 Miles

Ride Control Conditions Rating Scale

Tire Cupping Excess wear on one side of tire	5
Nose Dive Front end dips when braking	3
Body Roll Top of vehicle leans left to right	2
Harshness/Backboard Rough ride or rattles	3
Traction Loss Brake or steering	2
Balloon-out Tire wears on the inside	2
Sagging Front and rear	4
Acceleration Squat Front end rises or dips	3

Comments: _____
Parts: _____
Labor: _____
Total: _____

Show the customer your findings and let them ask questions.

The goal is to be able to create an agreement that conditions exist and what the correction would be before discussing a price.

This helps shift a price-based decision to a value-based decision.