

Service Advisor's Guide

Procedures for earning ride control sales

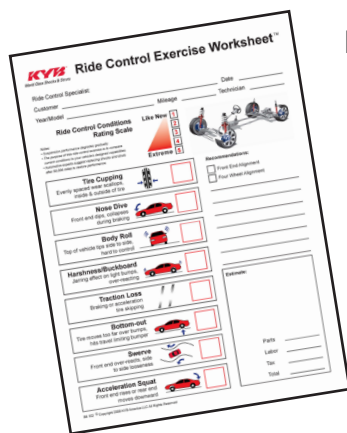
Believing in the sale:

That's the key. When you truly believe that a service or repair is justified and that the customer & vehicle would benefit... you don't hesitate to make a recommendation. And, as a consumer when you believe in the value, purpose and benefit... you are much more likely to make a purchase. You can achieve both with the Ride Control Exercise Worksheet.



Make the technician responsible to sell you:

When the technician advises you that a vehicle has more than 50,000 miles, still has its OEM units, is being used to tow or carry loads or has certain ride control conditions that would be improved by replacing shocks and struts: When the tech provides a clear report about conditions and ratings so that you can understand and communicate them to a motorist; you'll be much more likely to offer the sale to a motorist.



Let the Worksheet do the Work:

One of the most common mistakes is offering solutions to the motorist before they recognize the need. Don't begin by telling a person that they need shocks and struts. Instead, simply offer the completed worksheet for them to become aware of and relate to existing ride control conditions.

Your first goal is to obtain an agreement that the motorist's vehicle has conditions that could be improved. The worksheet's pictures and your rating numbers should get quick recognition and reduce the need for explanations.

You'll know when you're doing it well:

If you succeeded, the motorist should be asking you for information about what is causing the ride control conditions that you just showed them. The difference is that now the motorist is interested in the solution because they recognize a need.

No doesn't mean... Never:

Using the Ride Control Exercise Worksheet will result in more immediate sales, but consider the lasting impact even when they say no thank you or not right now. The motorist's drive home will probably become a road test of their own. Their new awareness and understanding can influence them to reconsider their decision.

What do you have to lose?

The time that the technician will spend road testing and inspecting the vehicle is minimal and will probably result in other service opportunities. Adding the worksheet to what you show the motorist will demonstrate your competency and add value to the service you offer.