



# EFFECTIVE COMMUNICATION

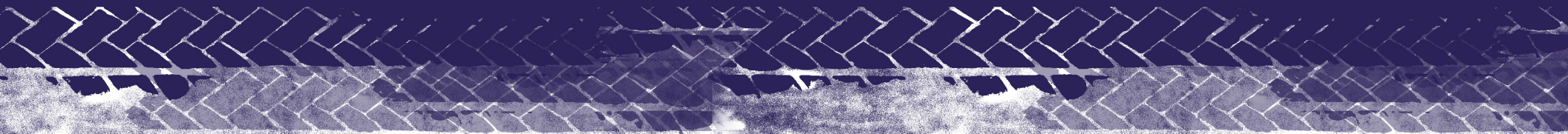


## Participant Workbook



**AUTOMOTIVE**

Service • Tire • Repair



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# Table of Contents

## Effective Communication

Introduction .....	3-4
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## Customer Interactions

### Incoming Calls

Introduction .....	5
Automotive Repair, Service, Tires .....	6
Lift Kits, Wheels, Accessories, Off-Road, RV.....	7

### In-Person Reception

Introduction .....	8
In-Person Interaction .....	9

### Outgoing Calls / In-Person Review

Introduction .....	10
w/ Digital Inspection .....	11
w/o Digital Inspection .....	12

### Tire Sales

Introduction .....	13
Telephone .....	14-15
In-Person .....	16-17

### Statements of Assurance

Price Shoppers / Specialty Inquiries / Service Complaints .....	18
Completion Times / Parts Availability / Labor Shortages .....	19
Angry Customers .....	20

# Communicate Effectively

The Effective Communication session pulls back the curtain and provides participants with a behind-the-scenes look into the linguistics of effective language.

We use language to communicate. How we use language ultimately determines the outcome of our interactions.

Adults learn easier and more readily when they understand why they're being instructed to say or do things in a certain way. Most of us are comfortable speaking and acting the way we're used to. It's been conditioned over a lifetime of experience.

To ask someone to do something differently than what they're used to can be a challenge, unless they are shown the why – the advantages of thinking, speaking, and acting in a way that produces better outcomes.

Effective communication shapes our experience and drives our results.

# Create Desired Objectives

When people are comfortable communicating with one another, it is considerably easier to establish common objectives and achieve them together.

To create effective outcomes with customers, clients, team members, our language must generate a safe space for people to express themselves openly and freely.

# Achieve Optimal Outcomes

There are three mission-critical actions that produce optimal outcomes:



By intentionally combining these three actions, individuals and organizations maximize the chances of achieving outstanding results.

# Introduction to Incoming Calls

• • •

When the phone rings we know someone needs help.

As we answer calls with a “yes, we will help you” mindset, we enhance the probability that customers will feel they’ve called the right place.

Since we can’t effectively diagnose, repair or perform service in a telephone conversation, we typically need vehicles onsite so we can provide the help customers’ need.

The Incoming Calls session increases the percentage of calls which convert to appointments by helping to create quality relationships in the short time customers are on the phone.



# Incoming Calls

(automotive repair, service, tires)

Yes, thank you for calling **COMPANY** ; how can we help you?

Yes ... we'll help you with this. This is **YOUR NAME** ; Who am I speaking with?

**CUSTOMER NAME** , have you done business with us before?

If "YES"

Great ... thank you for your business ...  
Which of your vehicles are we servicing?

All right ... hold on for less than one minute while I  
check my schedule for you ... I'll be right back.

**Proceed to "Appointment Options"**

If "NO"

You've called the right place for **WHAT THEY SAID** . Just so  
you know ... we do full automotive services ... we have  
payment plans, starting as low as **\$** in case you ever  
want to take advantage of that ...

▶ Which of your vehicles are we servicing?

All right ... hold on for less than one minute; I'll check my  
schedule for you ... I'll be right back.

## Appointment Options

**NAME** , we have an appointment for you **DAY/TIME** or **DAY/TIME** ...

Which works best for you?

All right ... let me have your phone number for my schedule.

Thank you ... When you come in ask for me, **YOUR NAME** .

We have you scheduled for your **IDENTIFY REPAIR / SERVICE** ...

We'll see you at **COMPANY NAME & LOCATION** on **DAY** at **TIME** .

**Handle questions / stalls / objections with statements of assurance ~ pages 18, 19, 20**

# Incoming Calls

(specialty automotive)

Thanks for calling **COMPANY** ; how can I help you?

Yes ... we'll help you with this. This is **YOUR NAME** ; Who am I speaking with?

**CUSTOMER NAME** , have you done business with us before?

If "YES"

Great ... thank you for your business ...  
Which of your vehicles are we servicing?

*Proceed to "Appointment Options"*

If "NO"

You've called the right place for **WHAT THEY SAID** , and just so you know ... we do full **?** services ... and... we have payment plans, starting as low as **\$** in case you ever want to take advantage of that ...

► Which of your vehicles are we looking at?

The best way to do this **NAME** is meet me at the store. Together, we'll explore our options and decide exactly what you like. [I have some time to visit with you today ...]

Hold on for less than one minute and let me check my schedule for you ... I'll be right back.

## Appointment Options

**NAME** , we have an appointment for you **DAY/TIME** or **DAY/TIME** ...

Which works best for you?

Good ... Let me have your phone number for my schedule.

Thank you ... When you come in ask for me, **YOUR NAME** . We'll take good care of you.

We'll see you at **COMPANY NAME & LOCATION** on **DAY** at **TIME** .

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# Introduction to In-Person Reception

...

The way customers are received on site significantly affects how the conversation goes. These In-Person Reception sessions help us greet customers more effectively. When customers enter the store there are three likely scenarios;

With first timers, this is an opportunity to make a good first impression.

With scheduled appointments, customers should feel they made the right decision in choosing us. We want them to feel even better in-person than they did on the phone.

With return customers whether scheduled or just stopping by, we want them to feel like family.





# In-Person Reception

Yes, welcome to **COMPANY** . I'm **YOUR NAME** , what's your name?

How can we help you?

Yes ... we will help you with this. *(if it's a tire purchase go to page 15)*

Have you been in to see us before?

If "YES"

Excellent ... welcome back! I'll take great care of you today.

*(go to continue)*

If "NO"

Welcome to **COMPANY** . We do full automotive services ... and we have payment plans, starting as low as **\$** in case you ever want to take advantage of that.

Do we already have an appointment for you?

*(continue)*

If "YES"

Okay, good! Let me have your keys and I'll get your vehicle checked in.

If "NO"

That's okay, I'll check my schedule for you ...

**NAME** , I have an appointment for you at **DAY/TIME** or at **DAY/TIME** . Which works best for you?

Good, let me have your phone number for my schedule.

## Appointment Options

The **SERVICE** will be done at **EXACT TIME** .

While the vehicle is here we'll do a **MULTI-POINT** inspection. I'll let you know as soon as the inspection is completed.

What is the best phone number to reach you?

Are you going to wait, or would you like a lift somewhere?

Great! Thanks for coming in; we'll take good care of you.

*Handle questions / stalls / objections with statements of assurance ~ pages 18, 19, 20*

# Introduction to Outgoing Calls / In-Person Review

...

Every mile we drive a vehicle, it's one mile closer to needing something, yet most people don't budget for repairs / service / tires... Therefore, it can catch them off guard when they need to spend money on something they hadn't planned for.

When you add to this the somewhat negative reputation the automotive industry has, it's natural for people to feel cautious.

The Outgoing Calls / In-Person Review sessions minimize any resistance customers may have in approving work to be done.

Communicating effectively with customers when we deliver information about needed work is crucial to creating a comfortable path on which they can move forward.



# Outgoing Calls / In-Person Review

(with a digital inspection)

Yes, **CUSTOMER NAME** this is **YOUR NAME** from **COMPANY NAME** . *(If calling out)*

Do you have a few minutes? *(If onsite take them aside for privacy)*

We're doing the **SERVICE** and we've done the **MULTI-POINT** inspection as promised.

Did you get the digital inspection I sent you?

If "YES"

Great.

*Proceed*

If "NO"

That's okay, I'll send it now so you can see the results. Do you prefer text or email?

Your vehicle is **TELL THEM SOMETHING GOOD WHERE POSSIBLE** .

We topped off the fluids, checked the brakes, transmission, battery ...

What we need to do now is **BASIC MAINTENANCE/SERVICE/REPAIR**

The reason is **TELL THEM WHY BASED ON THE DIGITAL INSPECTION**

We'll have this done by **GIVE EXACT DAY/TIME** .

## Pricing Options

It's as low as **\$** with a payment plan, (or) **\$** if you'd like to pay in full.

Which do you prefer?

(if calling out) Do you need a ride when your vehicle's ready?

(if on site) You can wait, or we'll drop you off – then pick you up when it's done? Which is best?

Thanks **CUSTOMER NAME** , we'll take good care of you.

*Handle questions / stalls / objections with statements of assurance ~ pages 18, 19, 20*

# Outgoing Calls / In-Person Review

(without a digital inspection)

Yes, **CUSTOMER NAME** this is **YOUR NAME** from **COMPANY NAME** . *(If calling out)*

Do you have a few minutes? *(If onsite take them aside for privacy)*

We're doing the **SERVICE** and we've done the **MULTI-POINT** inspection as promised.

Your vehicle is **TELL THEM SOMETHING GOOD WHERE POSSIBLE** .

We topped off the fluids, checked the brakes, transmission, battery ...

What we need to do is **SERVICE/REPAIR** . The reason is **TELL THEM WHY** .

We'll have this done by **GIVE EXACT DAY/TIME** .

## Pricing Options

It's as low as **\$** with a payment plan, (or) **\$** if you'd like to pay in full.

Which do you prefer?

(if calling out) Do you need a ride when your vehicle's ready?

(if on site) You can wait, or we'll drop you off – then pick you up when it's done? Which is best?

Thanks **CUSTOMER NAME** , we'll take good care of you.

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# Tire Sales Approach

...

Typically, customers don't have options on vehicle replacement parts. What you have is what they get. When it comes to tires, however, customers know they have choices. This can be overwhelming for them because any number of tires can be mounted on a particular wheel.

For decades, the approach to selling tires was to get customers into the store. Some shops still won't sell tires over the phone; it's in the store or not at all. Today's consumers, however, are conditioned by commercial media to shop online or over the phone.

Either way, whether selling tires over the phone or in person, it's mission critical for service advisors to have intelligent, engaging conversations with customers.

Our job is to help customers make the right choices for the right reasons. We...

- Ask questions that discover needs and preferences
- Listen to what the customer is really saying
- Diplomatically find out their financial parameters
- Offer total package pricing on three options:
  - One within their budget
  - Two of higher price and better quality
- Focus on the feature benefits of each option
- Offer more than one option to set an install appointment
- Confirm store address, day, time – in that order

# Tire Sales – Phone

Yes, thanks for choosing **COMPANY NAME** how can I help you? Yes, we'll help you with that. This is **YOUR NAME** , who am I speaking with? **CUSTOMER NAME** , have you bought tires here before?

**(if yes or no)** You've called the right place ... and just so you know, we do full automotive services ... and we have payment plans, starting as low as **\$** in case you ever need that.

**CUSTOMER NAME** , I have a few questions to help us decide what we're looking for: Which of your vehicles needs tires today / What kind of driving do you do / What's your tire size? How many need replaced / **(if under four, ask if it's all-wheel drive)** / Do you like the ones you have ...

**(if they like them)**

Great ... we offer that tire (or compatible alternative)

**(if they don't)**

Why? Is there a tire you prefer?

Good, **CUSTOMER NAME** . We'll do our best to meet your needs and fit your budget. You don't want to spend more than you need to. Do you have a price range in mind?

Nice ... I'll put you on hold for less than one minute and check inventory. Be right back ...

**CUSTOMER NAME** , I've got three good options for you.

*Continue to Next Page*

# Tire Sales – Phone (cont.)

## OPTION 1

The first is **TIRE #1** ; steel-belted, all-season tire; long-lasting; good wet and dry traction. Smooth riding; computerized tread design; these are great for (their type of driving). These are **\$** installed, everything included, or as low as **\$** a month with a payment plan.

## OPTION 2

The second option? The **TIRE #2** ; a longer lasting, smoother ride. Better wet and dry traction ... better for **(their type of driving)**. These are **\$** installed, everything included, or as low as **\$** a month.

## OPTION 3

And **CUSTOMER NAME** , the third option is **TIRE #3** . This is the longest-lasting, smoothest riding of the three. It has the best wet and dry traction. It's the best for **(their type of driving)**. These are **\$** installed, or as low as **\$** a month.

Each of these are great tires. The second two are good investments for better performance. At the same time, **TIRE #1** is a good choice. It meets your needs and budget. Which is best for you?

Great! We can install them **GIVE EXACT DAY/TIME** or **GIVE EXACT DAY/TIME** , which works best for you?

While your tires are being mounted, we have transportation for you; or you're welcome to wait. Let me have your phone number for my schedule. **(thank them)**

When you come in, ask for me, **YOUR NAME** . We will take good care of you.

We'll see you at **COMPANY NAME & LOCATION** on **DAY** at **TIME** .

**Handle questions / stalls / objections with statements of assurance ~ pages 18, 19, 20**

# Tire Sales – Onsite

Yes, hello ... How can I help you? Yes, we'll help you with that.

I'm **YOUR NAME**, what's your name? **CUSTOMER NAME**, have you bought tires here before?

**(if yes or no)** Thanks for coming in ... We'll get you the best deal possible – and just so you know, we do full automotive services ... and we have payment plans, starting as low as **\$** in case you need that in the future.

**CUSTOMER NAME**, I have a few questions to help us decide what we're looking for: Which of your vehicles needs tires today / What kind of driving do you do / What's your tire size? How many need replaced / **(if under four, ask if it's all-wheel drive)** / Do you like the ones you have ...

**(if they like them)**

Great ... we offer that tire (or compatible alternative)

**(if they don't)**

Why? Is there a tire you prefer?

**CUSTOMER NAME**, I'll do my best to meet your needs and fit your budget. You don't want to spend more than you need to. Do you have a price range in mind? Let me check my inventory ...

**CUSTOMER NAME**, I've got three good options for you.

*Continue to Next Page*



# Tire Sales - Onsite (cont.)

## OPTION 1

The first is **TIRE #1** ; steel-belted, all-season tire; long-lasting; good wet and dry traction. Smooth riding; computerized tread design; these are great for (their type of driving). These are **\$** installed, everything included, or as low as **\$** a month with a payment plan.

## OPTION 2

The second option? The **TIRE #2** ; a longer lasting, smoother ride. Better wet and dry traction ... better for **(their type of driving)**. These are **\$** installed, everything included, or as low as **\$** a month.

## OPTION 3

And **CUSTOMER NAME** , the third option is **TIRE #3** . This is the longest-lasting, smoothest riding of the three. It has the best wet and dry traction. It's the best for **(their type of driving)**. These are **\$** installed, or as low as **\$** a month.

Each of these are great tires. The second two are good investments for better performance. At the same time, **TIRE #1** is a good choice. It meets your needs and budget.

Which is best for you?

Great! We can install them **GIVE EXACT DAY/TIME** or **GIVE EXACT DAY/TIME** , which works best for you?

While your tires are being mounted, we have transportation for you; or you're welcome to wait. Thank you **CUSTOMER NAME** . We will take great care of you.

*Handle questions / stalls / objections with statements of assurance ~ pages 18, 19, 20*

# Statements of Assurance

## For Price Shoppers

Yes ... I'd love to talk prices with you ... I'm going to get you the best deal.

I never want you to spend more than you need to.

My goal is to be your car **GUY/GAL** for life – and always do a great job for you.

To do that, we need to do a proper inspection.

This way I can give you an accurate estimate for the **SERVICE/REPAIR** .

You can count on me ... This isn't about a one time **NAME THE JOB** .

My mission is to take great care of you as long as you're in this area.

*(go back to appointment options)*

## For inquiries about lift kits, wheels, accessories, off-road, RV:

Yes ... I'd love to talk prices with you ... for several reasons. First, I'm committed to outfitting your vehicle perfectly the first time. Nobody does this like we do!

Second, it can be difficult to accurately price these types of services and modifications over the phone without seeing the vehicle ... I don't want to shoot you a price that's not accurate.

You can count on me ... this isn't about a one time **NAME THE JOB** .

My mission is to take great care of you as long as you're in this area.

*(go back to appointment options)*

## For service & repair issues:

Yes ... I understand ... Let's talk about the quality of services we provide here.

We use premium quality parts with nationwide warranties.

Our customers come back regularly because of how we take care of them.

Not only will you get the best value at a great price ... you get me as well.

You can count on me ... This isn't about a one time **NAME THE JOB** .

My mission is to take great care of you as long as you're in this area.

*(go back to appointment options)*

# Statements of Assurance

## For completion time issues:

Yes **CUSTOMER NAME** , this is **YOUR NAME** from **COMPANY** .

Do you have a moment? We promised your vehicle by **TIME** .

It's now **TIME** . We've completed the **SERVICE/REPAIR** and the **SERVICE/REPAIR** .

The **SERVICE/REPAIR** and **SERVICE/REPAIR** is taking longer than expected.

We need some more time. **GIVE REASON** .

Will **DAY/TIME** work for you?

*(go back to appointment options)*

## For parts availability issues:

Yes **CUSTOMER NAME** , we'll get this this **SERVICE/REPAIR** done for you.

We may have to order parts, so I'll put you on hold for less than **TIME** minute(s) while I check on that. Okay

**CUSTOMER NAME** , these parts will take **TIME** to get here. I'll order them right now, and the moment they arrive we'll contact you and get you scheduled.

How does that work for you?

*(go back to appointment options)*

## For labor shortage issues:

Yes **CUSTOMER NAME** , we'll get this this **SERVICE/REPAIR** done for you.

We may have to order parts, so I'll put you on hold for less than **TIME** minute(s) while I check on that. Okay

**CUSTOMER NAME** , these parts will take **TIME** to get here. I'll order them right now, and the moment they arrive we'll contact you and get you scheduled.

How does that work for you?

*(go back to appointment options)*

# Statements of Assurance

*Start with the right mindset. Care about them no matter how they may show up in the moment. Put yourself in their place as best you can. Be sincere. Acknowledge the situation, the validity of their concerns. Only when you fully understand the facts and their feelings, are you in a position to resolve the issue.*

## For angry customers:

Yes **CUSTOMER NAME** I hear you. I'm very sorry about **RESTATE SITUATION/CONCERN**

That would **IRRITATE/ANGER/FRUSTRATE** me too." *(or something more causal like:)*

Wow, **CUSTOMER NAME** what a pain! Talk to me ... I'm listening.  
*(Listen carefully to what they say. Share your understanding of the situation – from their perspective.)*

You **THINK/FEEL/ARE SAYING** . Is that right **CUSTOMER NAME** ?

Yes, that's certainly not what you expected... I'd likely feel the same way too  
**CUSTOMER NAME** ... That's pretty frustrating ...

So talk to me – tell me more so I can help get this **SOLVED/SORTED OUT** ...

*(go back to appointment options)*

*Ask clarifying questions until they realize that you truly do understand. Remember to address what they mean, not just what they say. If you can't immediately resolve the issue on your own, let them know you'll research the situation / get management involved / etc. Establish how you'll contact them. Follow up timely with updates on your progress. Do what you say you'll do when you say you'll do it*