



# Next Generation Sales Skills

Think Systems

# Component Replacement Vs. System Repair



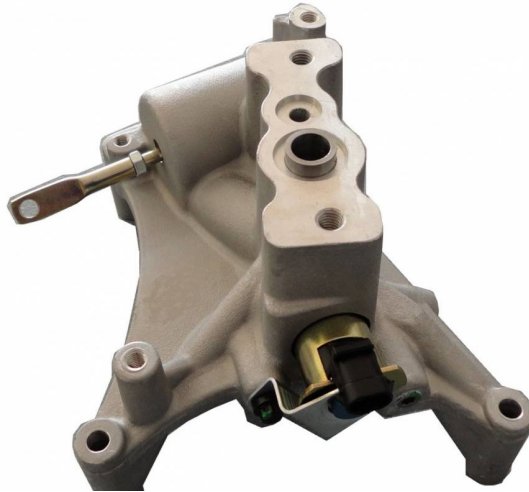
## A True Story

Tuesday 12:57 PM

Hi Jeremy!  
I'm Rocky the owner of the black Safari that you repaired last week. I just want to thank you for the excellent personal service you provided to me and my daughter Shannon. We are very impressed with your fabulous service and incredible shop you have. Thank you from the bottom of our hearts for help us to make our trip with no problem. Thanks again and God bless you!

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**The Parts  
Shortage is  
Going to Get  
Worse  
Before it  
Gets Better**



# The New Generation of Repairs



**A PASSION FOR YOUR CAR!**

**YES WE CAN!**

Same Day Service Guaranteed!



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## Declined Sales



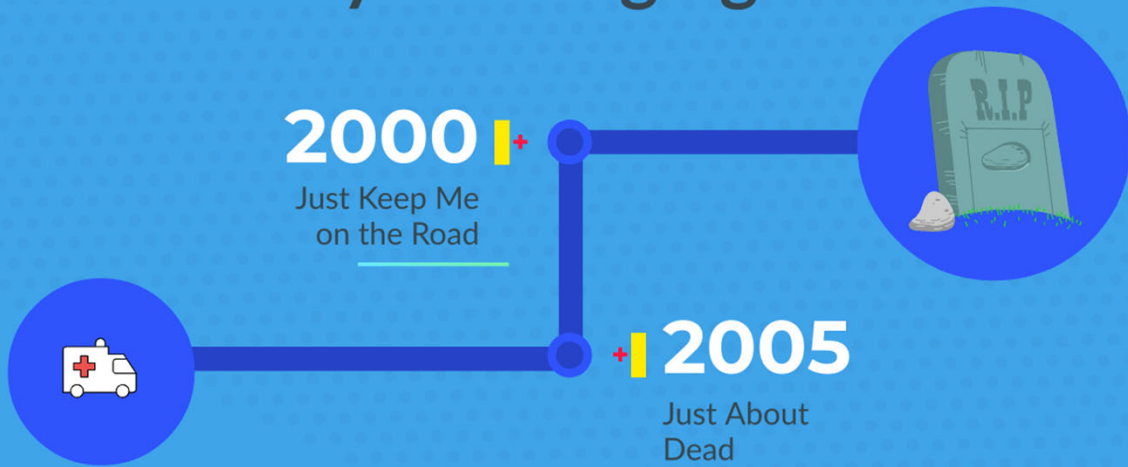
"I only want to fix what I came in for"

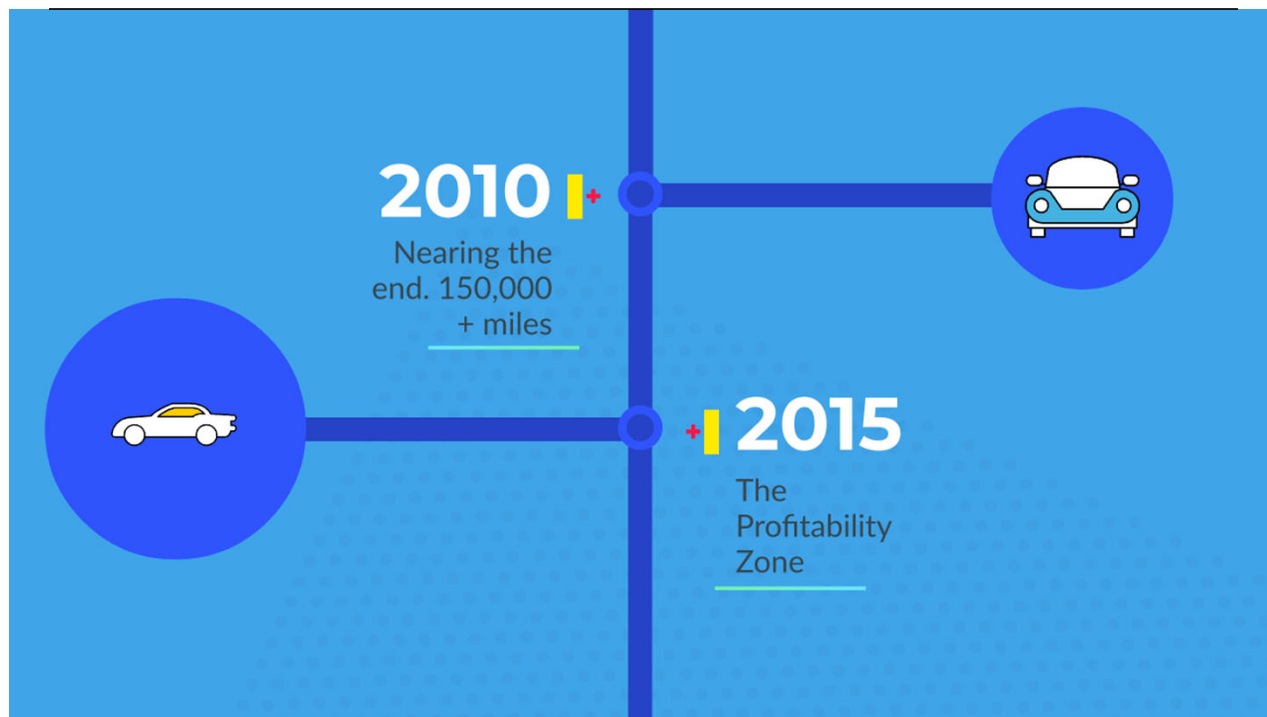
"Just do the oil change I wasn't planning on doing anything else"

"What will it take to just fix the leak, I'm getting rid of the car"

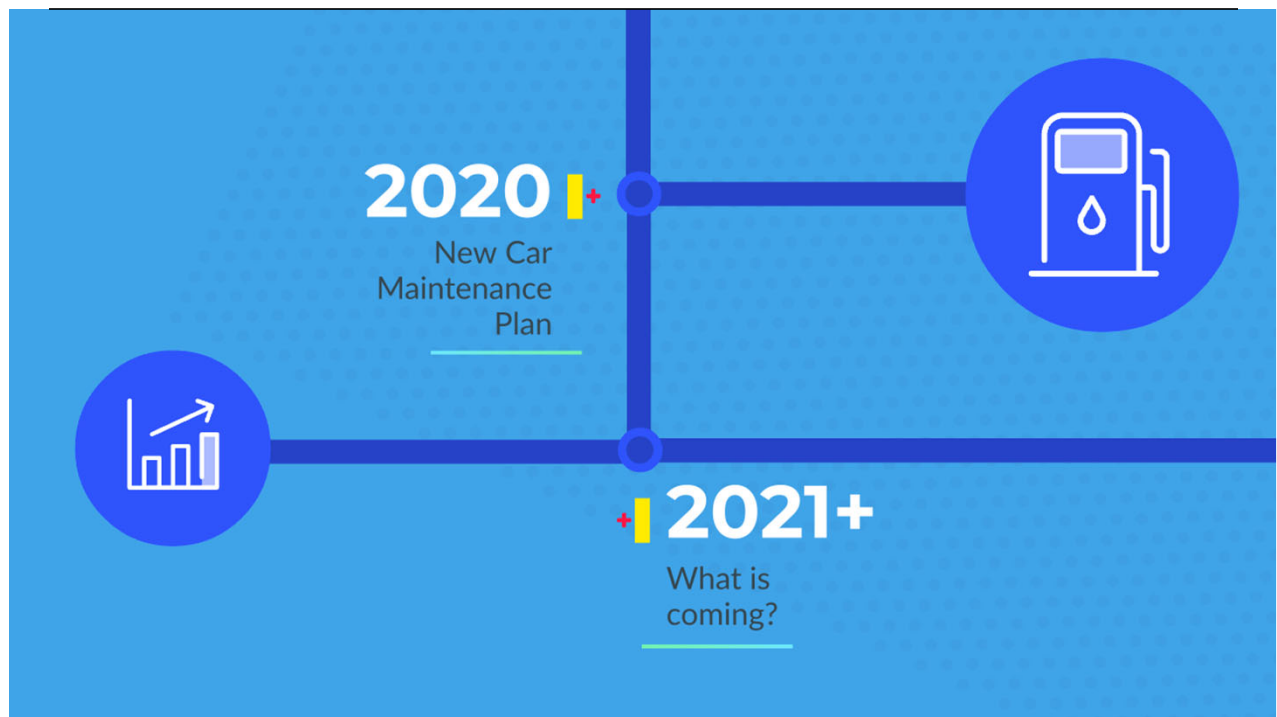
## TIMELINE

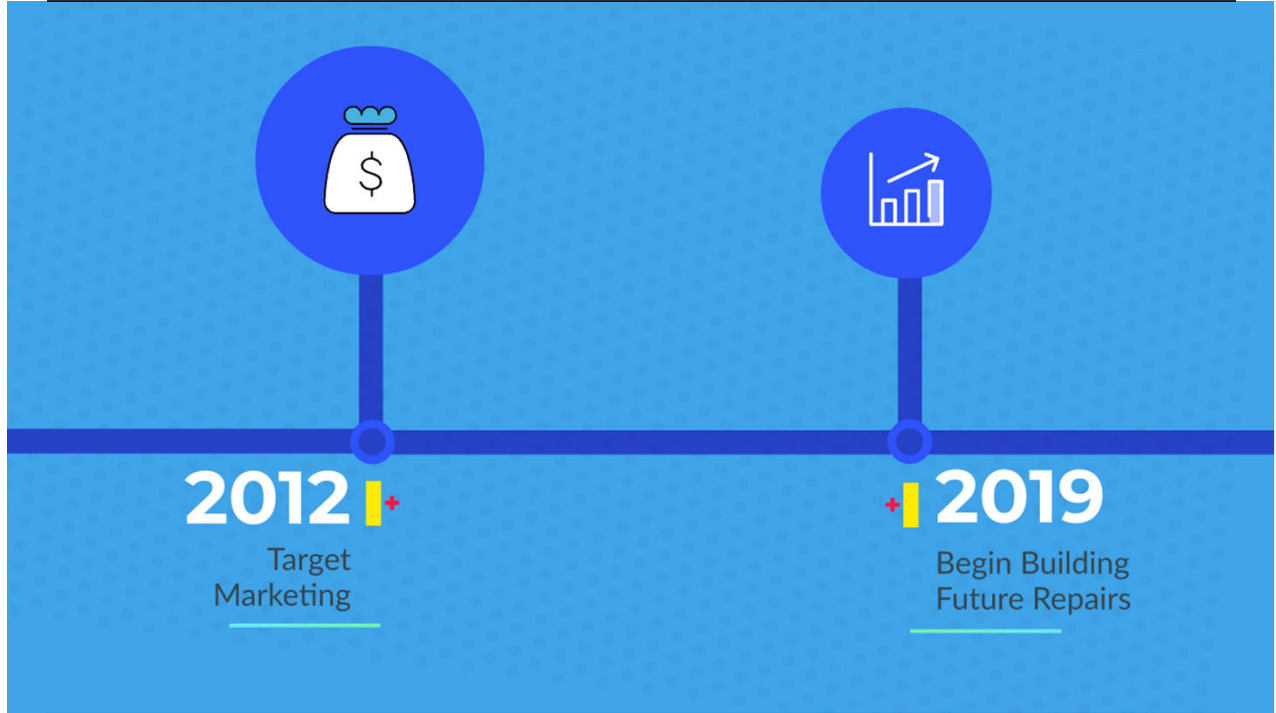
# Profitability of an aging fleet













+ **2000 - 2010**

This  
demographic  
is declining



## **Build Your Profits**

*As a Trusted Service Advisor, your duty for the customer is to help the customer protect the investment they have in their car and keep it running in the most affordable way!*



## 6 Steps to Success




# Initial Write-Up

**This is where you build  
the relationship**



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# Service History

Service History Reported to CARFAX For:		
<b>2005 CHEVROLET K2500 SUBURBAN</b> <small>Not the right vehicle?</small> VIN: 3GNGK26G55G268075 4 Door V8 Sport Utility 8.1L V8 F Rear wheel drive w/ 4x4  <small>This is an excerpt from the CARFAX Vehicle History Report.</small>		
<div> This only includes service history reported to CARFAX. The full CARFAX Report has 2 additional records which may reveal: • Accidents / Damage • Ownership history <small>To purchase, go to <a href="https://carfax.com">carfax.com</a> or your business account</small></div>		
Date	Mileage	Service Performed
05/28/2019	231,350	Passed emissions inspection
05/03/2019	229,849	Vehicle serviced Tire(s) balanced Alignment performed
09/13/2018	209,898	Vehicle serviced Transfer case replaced Fluids checked <small>Brakes checked</small>

Builds Confidence

Removes Fear

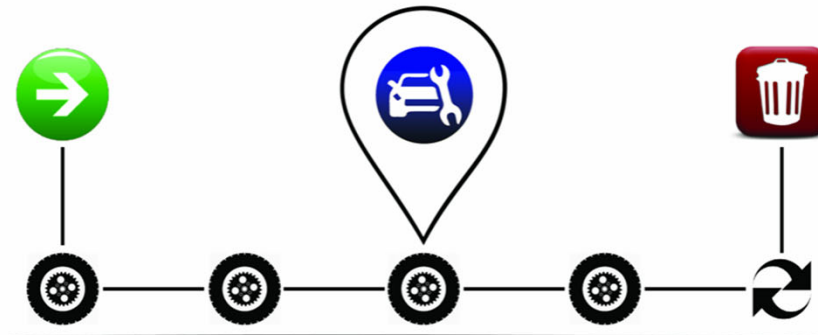
Gives the Customer Peace of Mind

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## UNDERSTANDING YOUR VEHICLE TIMELINE



HOW LONG HAVE YOU OWNED THE VEHICLE?

HOW LONG DO YOU PLAN ON KEEPING IT?

DO YOU HAVE A MILEAGE TARGET?

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**Ensure the  
vehicle is  
properly  
inspected**

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## Deliver the Results of the Inspection / Testing



How you deliver the results of the inspection can determine the level of success you realize.

Deliver the results via the right platform.

Does the customer want to view the results on their phone? Email? Text? In Person, or a phone call?

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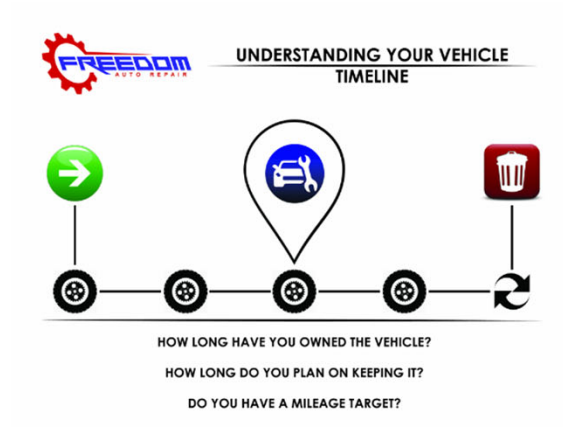
## Have a Helpful Conversation



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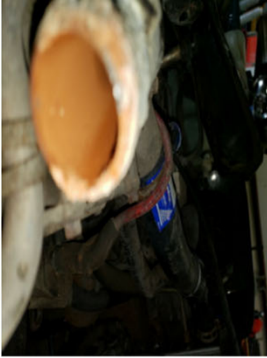
# Selling the System

**Your presentation is going to be based on the information you gather from write-up.**

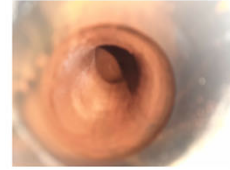


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## Why Sell in Systems?



**When a component fails  
it typically means there  
is something in the  
system causing the  
failure**





## Case Study – The System



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## **Top 3 Systems to Sell**

**Cooling system (Radiator  
& Heater)**

**Steering & Suspension**

**Check Engine Light Diagnosis**

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Thank you for joining us today!

[www.Advisorfix.com](http://www.Advisorfix.com)

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Jeremy@Advisorfix.com

