



# Front Counter Offensive



***Automotive  
Service  
Association®***

# Who We Are

- **AdvisorFix** a leading provider of Service Advisor performance coaching & training in North America.
- **AMI** –The Automotive Management Institute is a 501(c)(3) nonprofit organization dedicated to providing industry-recognized professional management designations, certificates and career paths to the service and collision repair segments of the automotive industry.



# Jeremy O'Neal

- President, AdvisorFix
- Owner, Freedom Auto Repair
- Accredited Master Automotive Manager (AMI)
- Lead Service Advisor Coach
  - 19,650 Hours logged of Performance Coaching
  - Service Manager & Service Advisor
  - ASE Certified Technician







Advisor**Fix**

Create  
Client For-Life  
Referral Relationships

Increase  
Profits

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We are a leading provider  
of Service Advisor Coaching  
and Training. Our specialty is  
helping Service Advisors gain  
the skills needed to do 3 things:

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Increase  
Sales



# Our Purpose Today

Welcome to **“Front Counter Offensive: Taking Every Opportunity to Score in 2019”**

Our purpose during our time together is to help you understand how to sell to today's automotive repair consumer.

We are going to focus on the sales process during the repair or maintenance transaction. **This course is designed to make you a more effective service advisor and increase your ability to close more sales.**



Fueling your success  
everyday!

Successful Service Advisors utilize a  
Daily Goal Sheet to keep them focused  
on what needs to be accomplished.



# Daily Goal Sheet

**My Sales Goal for Today Is: \$ 5000**

**Name:** SERVICE Advisor

**Affirmation:** My sales are increasing every day I am advancing,  
Progressing and getting better every day

[illegible]

### Notes for Jeremy

NEED HELP WITH LOSS LEVER oil change coupons  
~~See~~ Refer to R0\_12347 + 12349

**Fax to 951-346-5619**





Cars	RO#	Disc	Goal	Sale	Hours	Labor \$\$
<del>10</del>			<del>5000</del>			
<del>9</del>	12345	2550.-	<del>3450</del>	\$1530	7.0	700.-
8	12346	1200-	<del>2850</del>	\$600	2.5	250. <sup>00</sup>
7	12347	50-	<del>2800</del>	\$50	.3	5. <sup>00</sup>
6	12348	1750-	<del>1050</del>	\$1750	10.0	1000. <sup>00</sup>
5	12349	2250-	1000	\$50	.3	5. <sup>00</sup>
4	12350	open	open	open	open	open
3						
2						
1						





# Setting Your Goals

- Annual
- Quarterly
- Monthly
- Weekly
- Daily



Your goals are an active number that you are seeking. The main purpose of the Daily Goal Sheet is to put work into production so you keep a steady flow of work coming into the shop. This will flush out production issues and keep you focused on achieving your goals.






I Want What I  
Want When I  
Want It!







Does this salesperson  
have my best interest  
in mind?

Do I need it now?

What will this product  
mean to me?

What will other people  
think or say?

Is it worth it to me?  
What will I have to give  
up?





# Baby Boomer, Gen X, Gen Y, or Millennial?

While all these generational demographics are important, there is something more important to focus on:

**YOUR ABILITY TO  
ADAPT TO YOUR  
CUSTOMERS  
PREFERRED METHOD  
OF COMMUNICATION.**



# Trust: The founding principle of the Trusted Service Advisor

The founding principle of any great customer service business is the word “Trust”

**“Long term clients come from the people who want your product or service, not from those you have to convince.” – Rico Pena author of The Client Nation**

When we analyze the client experience for most automotive repair shops, you still see **human interaction** at the foundation of the interaction. This is changing. Someday in the future we will see vehicles that drive themselves, self-diagnose, and possibly even self-repair themselves. For now, we still have to interact with the consumer. Many times this interaction is done via a telephone conversation or in person face to face.



# Fundamentals of Rapport & Attitude

Rapport is the starting point for a successful communication and influence. There are skills and techniques you can use to successfully build instant rapport. Before you begin using these skills it's critical to **understand how we take in information as human beings**. You also need to **understand how your actions will have an immediate positive or negative impact on rapport**.

A person's **amygdala** can spot signs of **fear** in someone's face with remarkable speed, picking it up in a glimpse as quick **as 33 milliseconds, and in some people even a mere 17 milliseconds** (less than two hundredths of a second). This is so fast that the conscious mind remains oblivious to that perception.



**Ad** Freedom Auto Repair

★★★★★ 57 reviews

Auto Repair, Oil Change Stations,  
Transmission Repair

16941 Walnut St  
Hesperia, CA 92345  
(760) 956-9993



**Request a Quote**

Responds in about **10 minutes**



I was a little skeptical of a 5 star **auto** shop, because I've been burned by so called "good reviews" on yelp. But this time was different. My husband... [read more](#)

**Request a Quote**

Response time 20 minutes | Response rate 100%

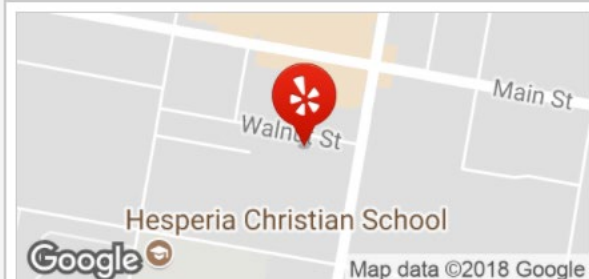
## Freedom Auto Repair ✓ Claimed

★★★★★ 56 reviews

[Details](#)

Auto Repair, Oil Change Stations, Transmission Repair

[Edit](#)



📍 16941 Walnut St  
Hesperia, CA 92345

[Edit](#)

📍 [Get Directions](#)

📞 (760) 956-9993

🌐 [freedomautorepair.com](http://freedomautorepair.com)

💬 [Request a quote](#)

Replies in about **20 minutes** • 100% response rate

📱 [Send to your Phone](#)





# Fundamentals of Handling Incoming Digital Leads

- Speed of response is key!
- If you can, set up automated responders. Yelp doesn't do this yet 😞  
However you can set up autoresponders in your website and other incoming lead sources.
- Be helpful and provide the information the customer wants.
- Always ask for the appointment.
- To save time, build canned responses and have them saved to your computer so you don't have to retype them each time.
- If responding via your cell phone, please check grammar and spelling!



# Canned Responses work great!

*Thank you for contacting Freedom Auto Repair. We are working quickly to get you the information you requested. To provide accurate information, could you please provide us with your VIN? It is the Vehicle Identification Number on the driver's door jamb, you can snap a quick photo and send it over. Thanks! Your Friends at Freedom Auto Repair.*

## ***Here are the reasons you should choose Freedom Auto Repair!***

- *Amazing Service Experience.*
- *Hassle-Free 3 Year, 36,000-mile warranty!*
  - *Local and Nationwide warranty.*
- *We Promise to Fix Your Car Right the First Time.*
- *Friendly Staff.*
- *Expert Technicians who are ASE Certified.*
- *Same Day Service.*
- *Awesome Coffee in our waiting room.*

***We'd love to help you,*** everything begins with our initial assessment. Would you like to bring the vehicle in now or at 11 am today?



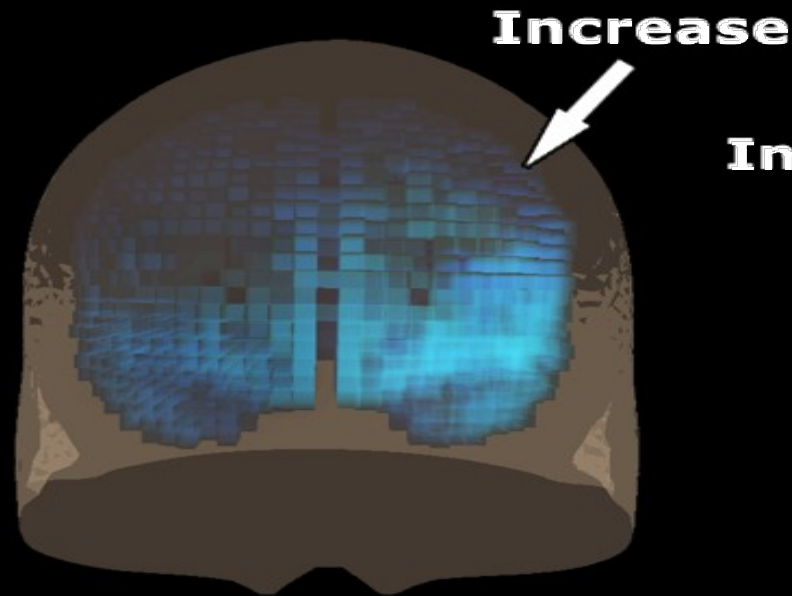
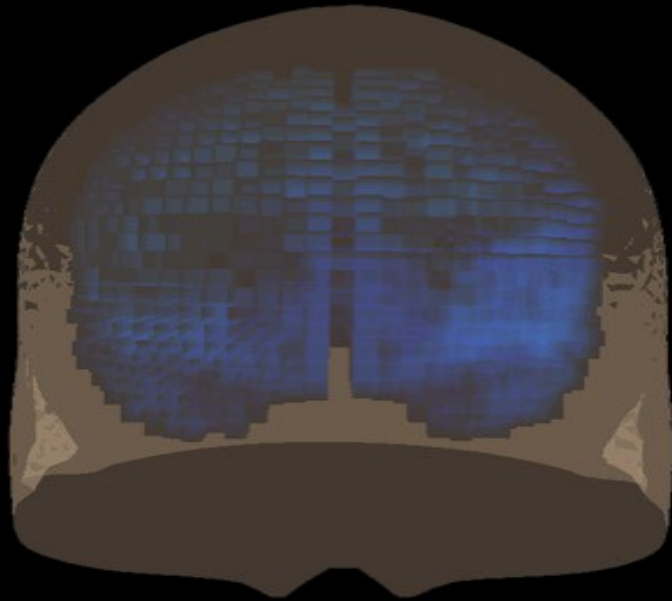
TTI SUCCESS INSIGHTS®

## Original Images from Patent

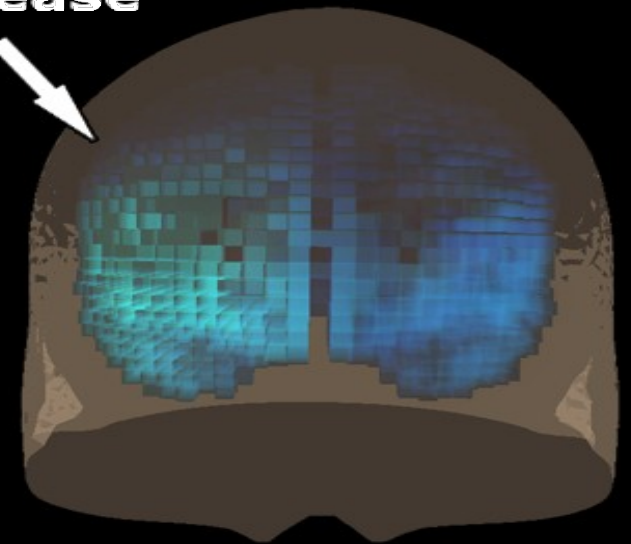
**Neutral**

**Positive**

**Avoidance**



**Increase**



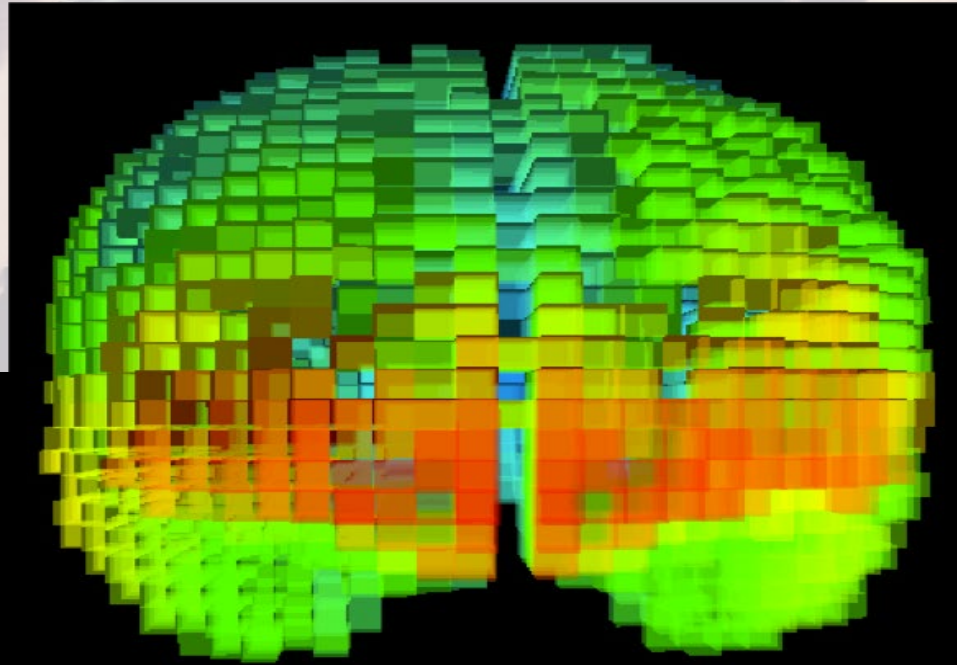
**Prefrontal Lobe Gamma Asymmetry**







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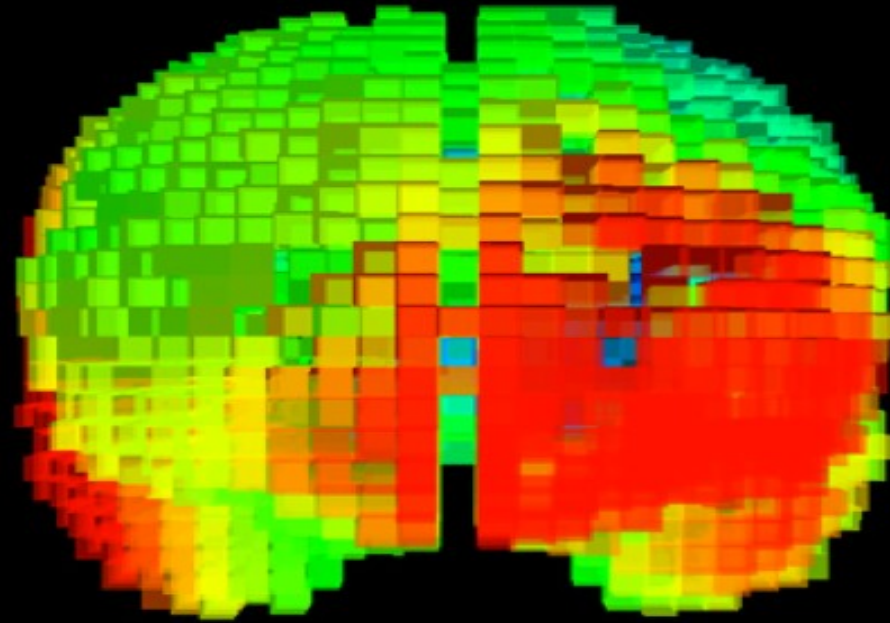
# Neutral Brain Reaction







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# Accepting Brain Reaction

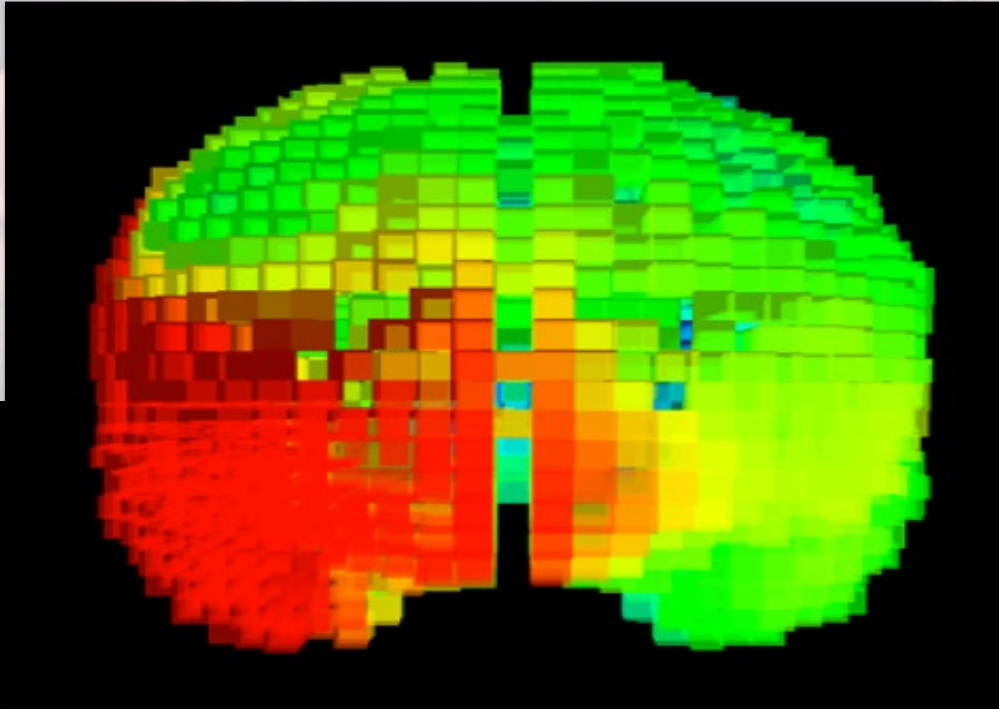








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# Avoidance Brain Reaction





## **Set clear expectations and gain your clients permission**

The ability to educate and inform the client of the process used to resolve their initial concern as well as setting the expectation of what will be expected and how to deliver the information of any additional areas of concern.



The background of the slide features a faded image of two men in a car service environment. One man, on the left, is seen from the side, looking towards the other man. The second man, on the right, is facing him and appears to be speaking. They are both dressed in light-colored shirts. The setting includes elements of a car wash or service bay, with a car visible in the background. A decorative graphic on the left side of the slide consists of several overlapping diagonal stripes in black, white, and red.

# Educate and Inform

- Repair process of initial client concern (**put their mind at ease by focusing on their agenda**)
- Vehicle health check reporting
- Estimate for repairs
- Time targets
- Delivery method of information
- Client preferred method of contact
- Review of factory scheduled maintenance
- Review of vehicle service history



# Perform an Initial Vehicle Walk Around

By performing an initial vehicle walk-around you are showing your client that you genuinely care about them and their vehicle. You also get to document the current state of the vehicle and dive deeper into the personal world of your client. When doing the initial vehicle walk-around pay attention for personal clues and remember to ask the customer about their time-line.



# Initial Write-up Verbiage

Why should you use a script? Because it puts you in a position of being able to observe and listen.

Move your customer experience from a transaction basis to a relationship basis





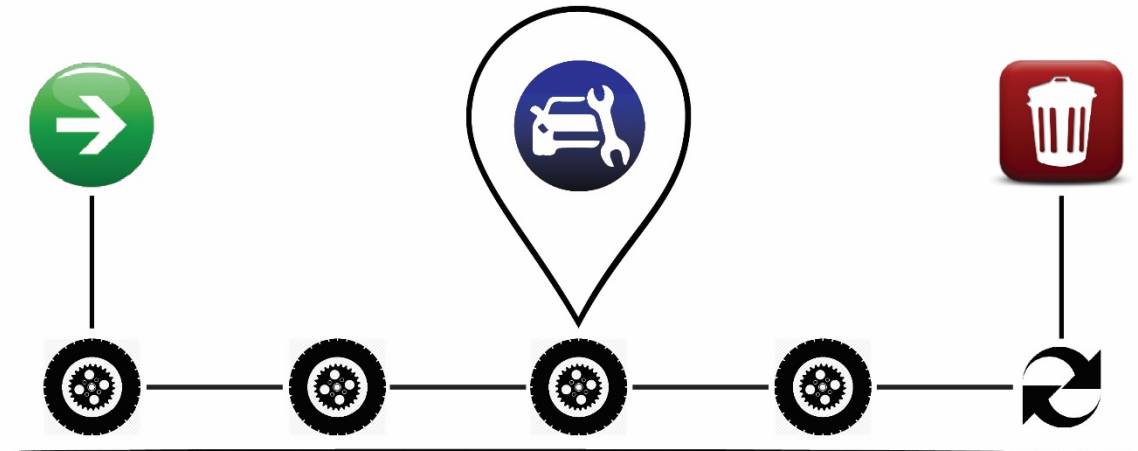
Mr. Smith at Freedom Auto Repair we are a little different than traditional repair shops. We are 100% client focused, we want to match our goals to your goals. How we do that is by identifying your timeline.

Here's what we are going to do today.

Won't it feel good to have a customized maintenance and repair plan tailor fit for you and your vehicle?



## UNDERSTANDING YOUR VEHICLE TIMELINE



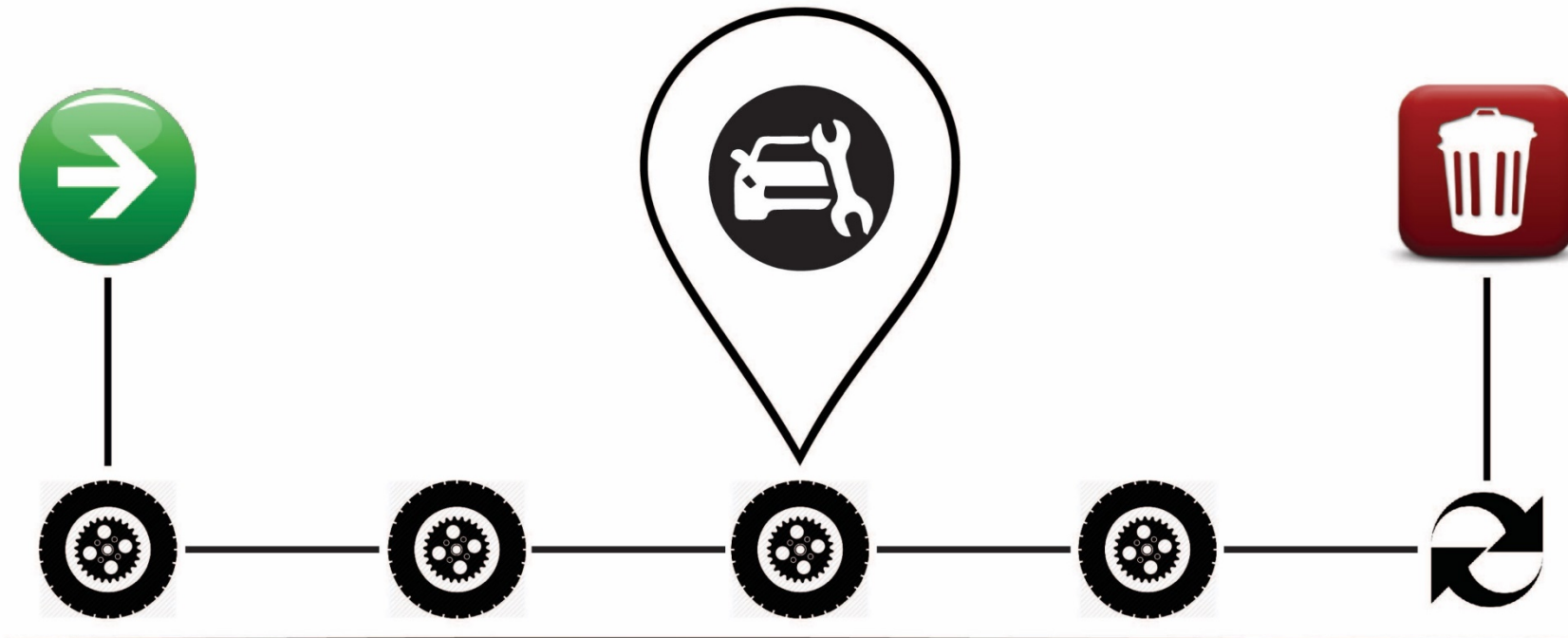
HOW LONG HAVE YOU OWNED THE VEHICLE?

HOW LONG DO YOU PLAN ON KEEPING IT?

DO YOU HAVE A MILEAGE TARGET?



## 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?



# The cellphone is your link to your client's world

- What kind of cell phone do they have?
- What is their preferred method of contact?
- Should we be able to video chat with them?
- Do they want pictures?
- Do they want videos?
- Do they prefer text, phone call, email or an in person sales presentation?

Your goal is to match your clients style and preferred method of communication and deliver all information in this rapport matching manner



# Advantages of utilizing software that sells:

Provides visual evidence of areas of concern.

Creates a plan of attack for the customer.

Takes the confrontation out of the sale.

Allows your client to feel empowered to buy.





# Creating a Masterful Digital Vehicle Inspection for the Customer



## 1. Freedom Auto Repair Courtesy Inspection

### INSPECTIONS



#### Engine Oil

One Quart Low on Oil. Overdue for service.



#### Antifreeze / Coolant

Low coolant light is on. Leak inspection on Cooling system next course of action.



#### Transmission Fluid



#### Steering System



#### Suspension System



#### Fluid Leaks

Fluid leak undercar. Appears to be engine oil in one area and coolant in another.



#### Heating & Air Conditioning System



#### Exterior Lights

All Bulbs appear to be original. The vehicle is over 13 years old and bulbs may be at the end of



#### Dash Warning Lights

Check Engine Light is on solid. Level 1 Test and Analysis Package is next course of action.



#### Battery & Charging System

Battery cables corroded. Clean and Service Battery Terminal ends. The battery has a date code



#### Filters



#### Tires



#### Brakes



#### Underhood



#### Undercar

Fluid Leaks



#### Road Test





**Freedom Auto Repair**  
powered by autoflow

 PDF

 (760) 956-9993

**2005 CHEVROLET SUBURBAN 2500**  
Digital Vehicle Inspection Report



Customer Information

**21**

✖ Require Urgent Attention

**10**

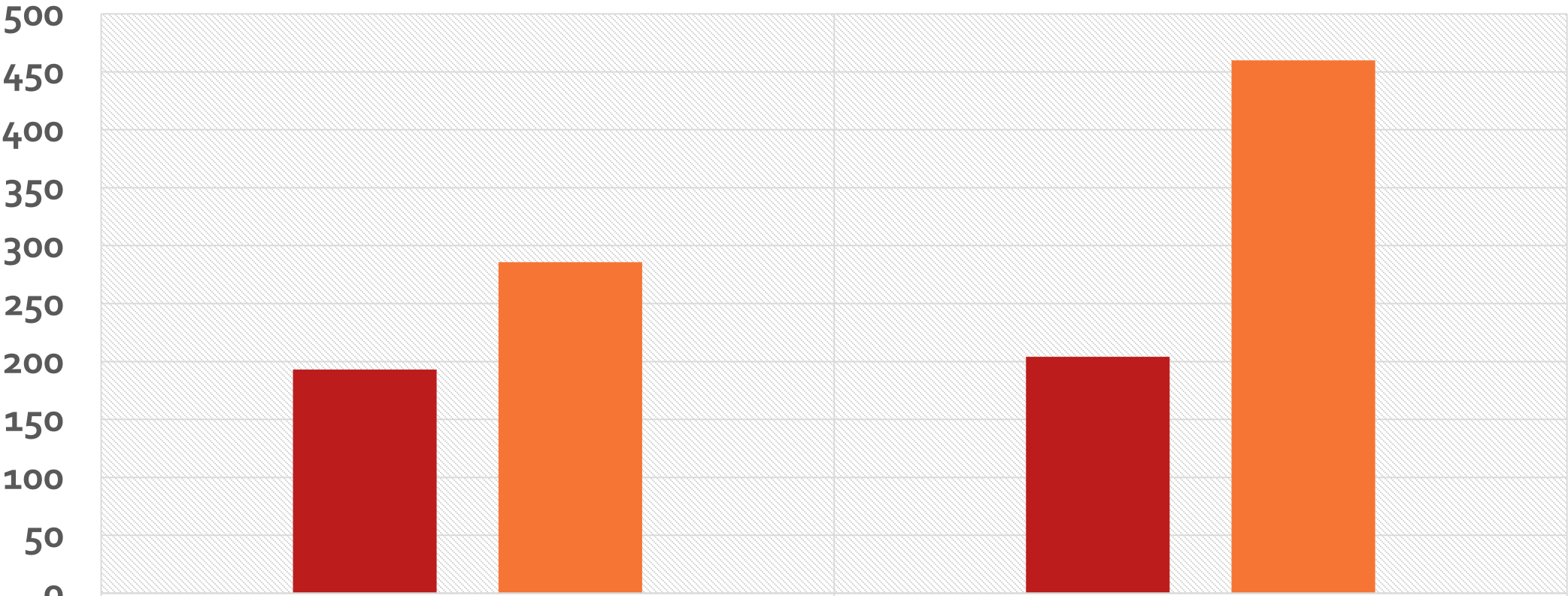
⚠ Require Future Attention

**48**

✓ Good to Go! In the Green!



# Effect of Providing Visual Evidence



■ Number of Ro's	193	204
■ ARO	285.67	459.82

■ Number of Ro's   ■ ARO



# Making the Sales Presentation

If you have done your job correctly, the information delivered to the customer has done its job and instead of having to make a presentation, you will be answering questions and guiding the customer towards the solution that best fits their needs and wants.



Use the power of contrast to your advantage

If you wanted to do everything today,

We would have the vehicle completed on Thursday at 4pm,

Your total would be \$4,578.68

Does that work for you?



Have a game plan and be ready with final numbers

A – Everything on the List \$4,578.68

B – Primary Concern plus any Safety / Repair Concerns \$2,845.50

C – Primary Concern \$745.60







Thank you for joining us today!

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

951-532-0487 text or call

Jeremy@Advisorfix.com

