

Service Sales Opportunities

Done the right way = Huge improvements in service sales, profit, customer retention and CSI

The purpose of a Professional Service Lane Selling Process is to deliver a great Customer Experience by following an organized approach to effectively deal with a customer's requested services...and discover and present all **non-requested** needed **repairs** and **non-requested** required and recommended **maintenance services**...and do it **with credibility** so that both your advisors and customers consistently enjoy a service visit, without surprises.

Equipping your advisors with the right Sales Tools makes it quick and easy for advisors to follow your Process and makes it clear and simple for customers to buy any additional services that they should be considering.

Online Service Menus - Exact maintenance service recommendations for an individual customer of both due and past due maintenance services

- Specific by model, year and mileage, completely customized for your dealership services and intervals
- Includes Service Sales Tools that explain the Need for and Benefit of each individual service

Online Multi-point Inspection (MPI) Program - Completely customized for both your Advisor Walkaround and Technician Inspections steps

- Includes the ability to quickly add relevant pictures or videos that can be easily sent to the customer

Both our Online Service Menus and Online MPI Programs can be easily printed, or the information presented to a customer on a computer or tablet or sent as a link via text or email to a customer...let's take a look:

Appointment setting - Appointment confirmation text or email – heads-up on maintenance services

- Include a link to a customer's exact Online Service Menu that explains all due and past due non-requested maintenance services, along with the NEED for and BENEFIT of those services

Pre-appointment preparation – Final appointment reminder text or email – heads-up on maintenance services

- Include the Online Service Menu link to their specific recommendations again, to set the stage for their visit

Primary opportunity – Deal with your customer request and walkaround to discover any non-requested repairs

- Use the Online MPI Program to record and present any non-requested repairs identified on your walkaround

Advisor opportunity – Present time and mileage-based maintenance recommendations before going into the shop

- Advisors use the Online Service Menu to present all due and past-due non-requested maintenance services

Technician opportunity - Discover and present any non-requested repairs

- Complete the Online MPI Program to record any non-requested repairs identified by your technician, including relevant pictures or videos...forwarded to your advisor for presentation to your customer

Active delivery – Done properly, maintenance services just become part of the next visit

- Use the Online Service Menu to review maintenance services that will be due on their next visit

Customer follow-up – Now full-circle, all recommended maintenance services are now 'requested' as part of the visit

- Stay in touch and remind your customer of their next visit along with a link to the Online Service Menu that was setup as part of your Active Delivery

