



109, 110, 111

BDC TRAINING

STEVE SHAW UNIVERSITY

esv



WHAT AM I

BDC Is an acronym for?



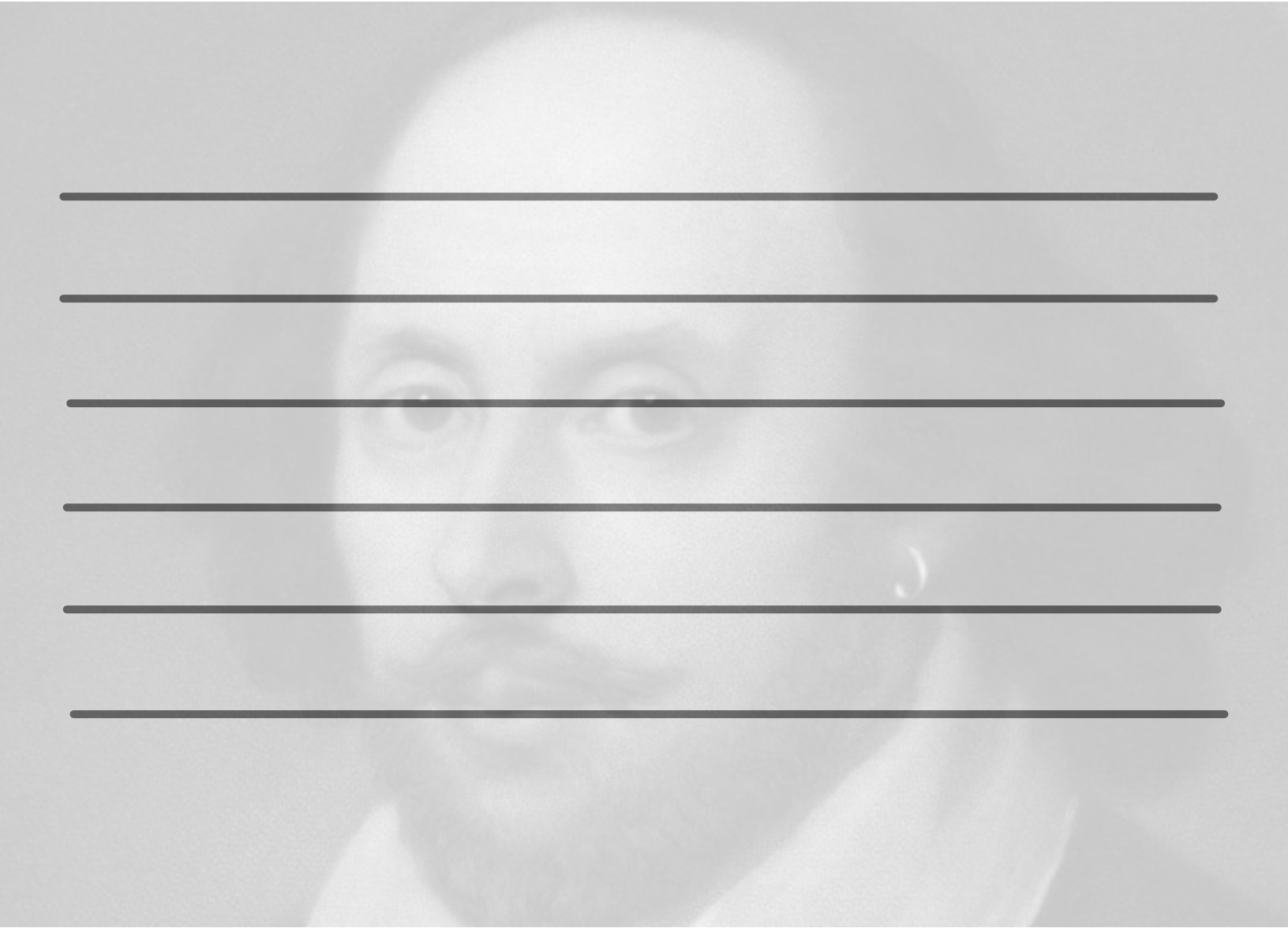
TASK INCLUDE

~~Give Status Updates~~



THE GREAT DEBATE

APPOINTMENTS: TO BE OR NOT TO BE



APPOINTMENT BASICS

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

BENEFITS

NO APPOINTMENT

CUSTOMER

ADVISOR



BENEFITS

WITH APPOINTMENT

CUSTOMER

ADVISOR



APPOINTMENT BASICS

CUSTOMER INFORMATION

Why BDC _____

Why Customer _____

Why Advisor _____



APPOINTMENT BASICS

VEHICLE INFORMATION

Why BDC _____

Why Customer _____

Why Advisor _____



APPOINTMENT BASICS

CUSTOMER REQUESTS

Why BDC _____

Why Customer _____

Why Advisor _____



CUSTOMER CONCERN

WHY DOCUMENT THESE NOW?

BENEFITS FOR ADVISOR

SAME FOR THE CUSTOMER?

YES

NO



EXTRAS

- _____
- _____
- _____
- _____

SETTING EXPECTATIONS

The Appointment _____

**Please allow _____ to check in
your vehicle**

BRING YOUR



AMENITIES

WAITING ROOM



STRATEGIC RESPONSES

MY CHECK ENGINE LIGHT IS ON

MY TIRE LIGHT IS ON

HOW MUCH

STARTING AT



2

1. WE DEVELOP BUSINESS

2. DRIVE TRAFFIC

3. _____



BDC RESPONSIBILITIES

1. _____

2. _____

3. _____

WHICH ONE IS THE MOST IMPORTANT?



COST FOR MISSED OPPORTUNITY

TOTAL DAILY MISSED CALLS?

YOUR AVERAGE REVENUE PER RO?

\$

YOUR TOTAL?

=

MULTIPLY BY X

TOTAL NUMBER OF WORKING DAYS

EQUALS HOW MUCH WE LOSE

\$

MULTIPLY BY 12 MONTHS

\$

COULD YOU USE MORE MONEY?



CONFIRM

WHY

HOW

WHO

WHEN

BENEFITS

WORD TRACKS



REMINDER

WHY

HOW

WHO

WHEN

BENEFITS

WORD TRACKS



NO SHOW

WHY

HOW

WHO

WHEN

BENEFITS

WORD TRACKS



PREPARE

WHY

HOW

WHO

WHEN

BENEFITS



WHATS IN YOUR PACK

BENEFITS OF POWER / WELCOME PACK



EXTRAS



THE LAST THING



3

WHAT DOES IS STAND FOR?

WHAT DO WE DO?

BDC RESPONSIBILITIES

S

A

D



DRIVE BUSINESS

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



PREPAID MAINTENANCE

FIRST OIL CHANGE FREE

FACTORY MAINTENANCE

CUSTOMER PURCHASED MAINTENANCE



RECALLS

WHY _____

WHY NOT _____

HOW _____

DOCUMENT _____

WORD TRACKS



PREVIOUSLY DECLINED SERVICE

WHY

HOW

WHO

WHEN

PROCESS

WORD TRACKS



SPECIAL ORDERS

WHY

HOW

WHO

WHEN

PROCESS

WORD TRACKS



WE MISS YOU

CAN I INVITE YOU TO



SOCIAL MEDIA

CUSTOMER SAYS THANK YOU

AND YOU SAY



FOLLOW UP CSI

WHO

WHEN

WHY

HOW

5 ITEMS TO MENTION



CSI YOUR WORDS



CONTACT

www.steveshawuniversity.com

(424) 237-4973

Steve@SteveShawTraining.com

esui