



114, 115, 116

PARTS ASSOCIATES
KEYS TO
COMMUNICATION

STEVE SHAW UNIVERSITY

esv



"PARTS HOLD"



PARTS TRAFFIC

(RETAIL)

% OF TOTAL

**PROFIT
MARGIN**

1.

(BACKCOUNTER)

% OF TOTAL

% PROFIT

2.

(WHOLESALE)

% OF TOTAL

% PROFIT

3.

**WE NEED ALL TOGETHER TO ACHIEVE
PARTS AND SERVICE GOALS**



TITLES

(COUNTER PERSON)

PARTS

(ADVISOR)

PARTS

WHICH ONE ARE YOU?



COUNTER VS RETAIL

WHAT IS YOUR ENVIRONMENT?

WHO IS RESPONSIBLE FOR CREATING ENVIRONMENT?



CUSTOMER EXPECTATIONS

BELOW

MEET

EXCEED



PHONE PROCESS

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



CUSTOMER BUYING MOTIVES

1. FEAR OF LOSS

(NEED)

_____ %

2. HOPE FOR GAIN

(VALUE)

_____ %

I AM CALLING YOU. WHAT IS MY MOTIVE? _____ (WHOLESALE)

_____ (FRONT) _____ (BACK)



NEED

**REQUIRED
(MUST HAVE)**

I AM ON THE PHONE

(ENFORCE)

WHAT WORDS CREATE NEW



VALUE

SAFETY / PERFORMANCE / RELIABILITY / PROTECT INVESTMENT

WHAT WORDS ADD VALUE TO YOUR PARTS?



CLOSING THE SALE

SIMPLE CLOSE

EITHER / OR

ASSUMPTIVE

YOUR CLOSE



2

COMMUNICATION

WORDS

(7%)

TONE

(38%)

BODY LANGUAGE

(55%)



WORDS

WELCOME

MIGHT / MAYBE

PLEASE

OK

THANK YOU

REQUIRED

WHAT CAN I DO

MY PLEASURE

HAPPY TO HELP



STATEMENTS

COMMON STATEMENTS WITH POWER WORDS

CHOICE ONE - MAKE YOUR POWER STATEMENT

CHOICE TWO - MAKE YOUR POWER STATEMENT



WORDS EXERCISE



TONE OF VOICE

CONFIDENT

SMILING

NORMAL

SOFT

SCARED



VOICE PRACTICE

STERN (CONFIDENT)

SMILING

NORMAL

SOFT

SCARED - UNSURE



TONE PRACTICE

SAY THIS STATEMENT IN A DIFFERENT TONE

YOUR APPOINTMENT IS AT 2PM TOMORROW



BODY LANGUAGE

OPEN ARMS

SITTING OR STANDING TALL

NORMAL

HUNCHED OVER

CROSSED ARMS



BODY LANGUAGE PRACTICE

OPEN ARMS - CONFIDENT

SITTING OR STANDING TALL - RECEPTIVE

HUNCHED OVER - BORED

CROSSED ARMS - CLOSED OFF



COMMON PHRASE

SAY THIS

AVOID THAT



3

3 QUESTIONS

HOW MANY RINGS IS ACCEPTABLE?

HOW LONG SHOULD THEY BE ON HOLD?

**DO YOU PICK UP RINGING PHONE WITH
CUSTOMER IN FRONT OF YOU?**



INCOMING CALLS

WHAT DOES GREAT LOOK LIKE?

- Always SMILE. Comes across on the phone
- Be Friendly
- Use Dealer defined greeting
- Give your name
- Thank them for calling
- Let them hang up first
- Thank them for holding
- Be aware of distractions

What is your greeting?

Tone:

BODY LANGUAGE:

NEW BEHAVIOR:



GREAT LOOKS LIKE

INCOMING CALL

What is your greeting?

Tone:

BODY LANGUAGE:

NEW BEHAVIOR:



OUTGOING CALL

GREAT

- SMILE
- FRIENDLY
- NAME
- THANK YOU

OUTGOING CALL

Tone:

Body Language:



PLEASE HOLD

GREAT

- SMILE
- FRIENDLY
- NAME
- THANK YOU

OUTGOING CALL

Tone:

Body Language:



HOLDING CALL

GREAT

- SMILE
- FRIENDLY
- NAME
- THANK YOU

OUTGOING CALL

Tone: _____ Body Language: _____



FOLLOW UP CALL

GREAT

- SMILE
- FRIENDLY
- NAME
- THANK YOU

OUTGOING CALL

Tone:

Body Language:



POINT OF SEPARATION

WHAT MAKES YOU DIFFERENT?



COSTLIEST WORDS

WE HAVE ALWAYS DONE IT THIS WAY

ONLY _____ CAN CHANGE _____ BEHAVIOR

$$P + B = R^3$$



FRIES

WOULD YOU LIKE FRIES WITH THAT?



DEALERSHIP PROCESS

WILL YOUR TRAINING IMPROVE EACH STEP IN THE PROCESS? WHY?

1. _____ Y / N _____

2. _____ Y / N _____

3. _____ Y / N _____

4. _____ Y / N _____

5. _____ Y / N _____



WILL YOU CLOSE MORE SALES?

WHY

WILL YOUR CUSTOMER BE HAPPIER TO CALL YOU?

WHY



NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

CONTACT

www.steveshawuniversity.com

(424) 237-4973

Steve@SteveShawTraining.com

esui