



204

**ADVANCED DRIVEWAY  
SALES MENU**

**STEVE SHAW UNIVERSITY**



esv



# DRIVEWAY OBJECTIONS

1.

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2.

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3.

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10.

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# SALES

**SELLING** \_\_\_\_\_

**VS.**

**BUYING** \_\_\_\_\_

**WHICH IS BETTER?**

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# BUYING MOTIVES

\_\_\_\_\_ OF \_\_\_\_\_

\_\_\_\_\_%

\_\_\_\_\_ 4 \_\_\_\_\_

**N + V = S**



# VALUE PROPOSITION

**VALUE MUST OVERCOME COST**

**VALUE =** \_\_\_\_\_

**VALUE =** \_\_\_\_\_



\_\_\_\_\_ **+ NEED = SALE**





# RECOMMEND

**WHAT HAPPENS WHEN YOU RECOMMEND SOMETHING?**

**KEEP**

**OR**

**DELETE**

**THE FACTS ARE, THERE ARE ITEMS THAT REQUIRE ATTENTION.  
WHICH APPROACH CONVEYS THE IMPORTANCE OF THE REPAIR?**

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# QUARTER TIME

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**15 MIN** \_\_\_\_\_ **%**

**30 MIN** \_\_\_\_\_ **%**

**45 MIN** \_\_\_\_\_ **%**

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**1.0 = 15 MINUTES (LOF + ROTATE)**

**2.0 = \_\_\_\_\_ MINUTES COOLANT**  
+

**3.0 = \_\_\_\_\_ MINUTES ALIGNMENT**  
+



# MAINTENANCE IN DRIVE

## 1. MIN REQ OR MENU

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A.

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B.

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## 2. ADDITIONAL SERVICES

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## 3. FRIES

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# MINOR

## GOOD

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## BETTER

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## BEST

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**MIN**

**INT**

**MAJOR**

**GOOD**

**FACTORY**

**MIN**

**BETTER**

**VALUE  
+**

**MOST CUSTOMERS  
CHOOSE**

**BEST**

**PREMIUM  
+++**

**BEST CARE**



# MINOR

## GOOD

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## BETTER

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## BEST

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# INTERMEDIATE

**GOOD**

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**BETTER**

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**BEST**

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# MAJOR

**GOOD**

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**BETTER**

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**BEST**

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# MENU

**MIN**

**INT**

**MAJOR**

**GOOD**

**LOF  
ROTATE**

**AIR CABIN**

**BRAKE FLUID**

**BETTER**

**EOT FUEL  
TREATMENT**

**BALANCE**

**FUEL IND**

**BEST**

**BALANCE**

**BRAKE  
FLUID**

**KITCHEN  
SINK**

**ADD 2 ITEMS**

**A.** \_\_\_\_\_

**AND**

**B.** \_\_\_\_\_

**FRIES**

**ALIGN**

**BALANCE**

**ACCESSORIES**

**DETAIL**



# NOTES

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# CONTACT

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