

THE OBJECTIVE

The technician video is a tool, not the salesperson. We cannot rely on the video alone to sell the work. Pick up the phone, advise the guest, and sell the value of choosing us to complete the repair.

1 GREAT NEWS

Start with what checked out well: tires, brakes, fluids, battery condition, or other positives from the inspection.

WHY IT MATTERS: It positions you as an advisor, lowers resistance, and builds trust.

TRY THIS: "Great news! Front tires are 8/32, rears 8/32, front brakes are 9mm, & rears are at 9mm."

2 ADDRESS THE CONCERN

Address the findings and resolution for the guest's original concern before discussing additional recommendations.

WHY IT MATTERS: The guest is waiting on the reason they came in. Skip it, and everything else can feel like an upsell.

TRY THIS: "On the vibration you came in for, we found the front rotors are the cause. Replacing the front pads and rotors will correct that concern."

3 PACKAGE TOGETHER

Present the ASRs (tech recs) work as one organized recommendation instead breaking them apart one by one.

WHY IT MATTERS: When you break each one and their price apart, you make the conversation feel longer and more expensive. Package it clearly while staying transparent about each item and the total.

TRY THIS: "While we had it in the shop, we found two maintenance items I recommend taking care of today: the coolant service and the cabin air filter. Together, that brings the additional work to \$___."

4 ASK FOR THE SALE

Make a clear recommendation and directly ask for the business. Avoid ending with a vague "What do you want to do?"

WHY IT MATTERS: A closed mouth does not get fed. If you do not ask confidently, you force the guest to close themselves.

TRY THIS: "My recommendation is to take care of all of it while the vehicle is already here. Would you like me to get that authorized and keep everything moving?"

THINGS TO KEEP IN MIND

- **REMEMBER THE BUYING PERSONALITY.** Package your language in the way the guest is most likely to receive it. A Driver wants the bottom line. An Analytical guest wants facts. An Amiable guest wants trust and reassurance. An Expressive guest responds to energy, convenience, and the bigger picture.
- **DO NOT SELL SCARED.** Yes, the guest would rather not spend money on their vehicle. They also want a vehicle that is safe, reliable, and not coming back for the same problem. Never apologize for making a legitimate recommendation.
- **BUILD VALUE.** Do not stop at what the vehicle needs. Explain why it matters to the guest. Connect the work to reliability, safety, performance, convenience, protecting the vehicle, or avoiding a larger problem later.
- **PRIORITIZE WHEN NEEDED.** If the guest cannot do everything, help them understand what is most important now and what can reasonably wait. Advising builds trust; pressuring destroys it.



VALUE FORMULA

WHAT WE FOUND → WHY IT MATTERS → BENEFIT TO THE GUEST → ASK FOR THE SALE

AVOID THIS	DO THIS
"I know this is a lot of money..."	"Here is what we recommend and why..."
"The tech says you need..."	"What we found during the inspection is..."
"Do you want to do any of that?"	"Our recommendation is to take care of these items today. Would it be ok to proceed?"

PUTTING IT ALL TOGETHER - EXAMPLE CALL FLOW

"Hi [Guest], it's [Advisor] at [Dealership]. I have an update on your vehicle. Great news we are making progress with your vehicle. We performed a multipoint inspection. Good news, your tires are at _/32 in the front and _/32 in the rear, front brakes are at _mm and your rear brakes are at _mm.

On the concern you came in for, we found [finding], and [repair] will correct it. While performing the inspection, we also found [recommended items]. My recommendation is to take care of those while the vehicle is already here because [guest-focused benefit]. With everything together, the total is \$____. If we take care of it today, [timing/next-step expectation]. Would it be ok to proceed?"