



NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION

Maximizing CP Labor Sales and Conversion in the Drive



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Upon completion of this workshop, you will_____.

IMAGINARY HORSES

Notes:

LEVERAGE (CUSTOMER EXPERIENCE)

➤ -

➤ -

➤ -

➤ -

Notes:

THE COST OF WAITING

- 7 seconds equals _____ in Sales
- 5 minutes' equals

MISSED OP'S

- Set Intervals

➤ Review RO's

MISSED OP'S



Top Dog Missed Opportunities Check List

Walk Around Sheet (Y/ N)	<input type="checkbox"/>	Inspection Sheet (Y/ N)	<input type="checkbox"/>	Grid Usage (Y/ N)	<input type="checkbox"/>
Diesel Inj. Svc	<input type="checkbox"/>	Alignment	<input type="checkbox"/>	Battery Svc.	<input type="checkbox"/>
Fuel Induction Svc.	<input type="checkbox"/>	Fuel Injection Svc.	<input type="checkbox"/>	Menu Package	<input type="checkbox"/>
Coolant Flush	<input type="checkbox"/>	Coolant Re-Hose	<input type="checkbox"/>	RO Signed	<input type="checkbox"/>
Trans Fluid Svc.	<input type="checkbox"/>	4x4 Service (2 diffs & Tcase)	<input type="checkbox"/>	_____	<input type="checkbox"/>
PS Fluid Svc.	<input type="checkbox"/>	Brake Fluid Svc.	<input type="checkbox"/>	_____	<input type="checkbox"/>
Arctic Blast	<input type="checkbox"/>	Evap/ Heater Core Svc.	<input type="checkbox"/>	_____	<input type="checkbox"/>
Nitrogen	<input type="checkbox"/>	4 Wheel Balance	<input type="checkbox"/>	_____	<input type="checkbox"/>

Legend - S=Sold / D=Declined / N=Neglected

Notes: _____

Date: _____ RO#: _____ Reviewed w/ Advisor: _____



"Nothing will ever change the fact that the way your ROs look has a direct correlation with your results" - Chris Collins

Notes:

MISSED OP'S

Three options:

1

2

3

Lost Sales Example:

Notes:

INSTANT GREETING

- -
- -
- -
- -
- -

Notes:

Case Study Group 1	Case Study Group 2

Notes:

INSTANT INSPECTION

➤ -

➤ -

➤ -

➤ -

➤ -

➤ -

Notes:

QUICK LUBE:

Notes:

