

Dude, What's My Job

Selling Skills for Service and Parts

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Dude



Key Takeaways

1

Unlock the sales potential in Service and Parts

2

Offer appropriate sales training for Fixed Ops personnel

3

Use available resources to increase Service and Parts sales

Dude, What's My Job?



- Follow a specific sales process
- Track customer information
- Follow up
- Draw on friend and acquaintance network
  - Business cards
- Attend daily/weekly training

Building Book of Business

- Professional salesperson
- Has leads and referrals
  - Doesn't need *Glengarry* leads
- Post-COVID salespeople in Vehicle Sales, Parts, and Service



Relationships

- Build rapport with the customers
- Provide ***genuine service***
  - Make ***everything*** easy
  - Shop around for them
  - Do the research and be prepared to share it
  - Create long-term relationships



Handling Objections

- Sales:
  - Comps (KBB, Edmonds, Black Book)
- Parts and Service:
  - Market Research
  - Competitors' websites vs. your price (RepairPal)



Selling Value

Sales

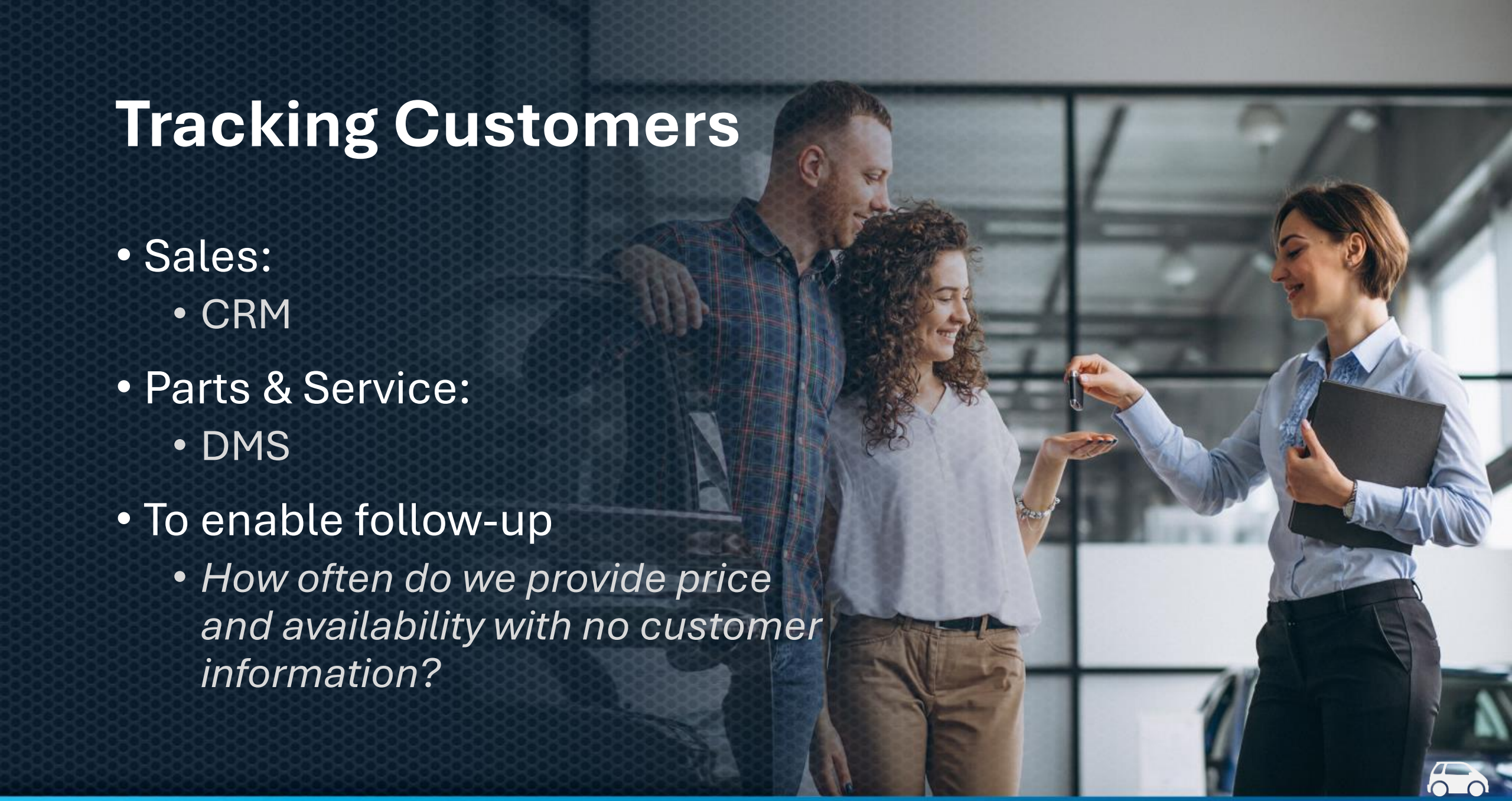
- Why Buys
  - **Safety**
  - **Features**
  - **Longevity**
  - **Price**
  - **Warranty**
- Questions – The Interview

Parts and Service

- Order Makers vs. Order Takers
  - **Safety**
  - **Features**
  - **Longevity**
  - **Price**
  - **Warranty**

Tracking Customers

- Sales:
  - CRM
- Parts & Service:
  - DMS
- To enable follow-up
  - *How often do we provide price and availability with no customer information?*



Follow-Up

- Sales Expectation:
  - Every customer (both buyers and deferred)
- Service Expectation:
  - CSI question drives automated follow-up
- Parts Expectation:
  - Are you kidding?



TOs/Handoffs

- Sales:
  - Salesperson to Manager
  - Sales to Service
- Parts and Service:
  - Advisor to Manager
  - Consultant to Manager
  - Turning Parts calls into Service appointments
  - Service to Parts
  - Service & Parts to Sales



Training

- Sales:
  - Daily and Weekly Sales Meetings
  - Objectives
  - Paths
  - Talk Tracks
  - Handling Objections
  - Job Aids
  - Classes
- Parts & Service:
  - **Good luck!**

Sweet!



QUESTIONS?

LAS VEGAS

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