

# Best Practices

## ***Before the Customer Arrives:***

- Print out two copies of the report before the customer arrives (one for customer and one for tech inspection).
- When taking appointments on the phone having a checklist of questions to save time that you'll need at the counter to discuss their ServiceIntelligence report.
- Print out the customer's Estimate before they arrive to save time.

## ***While They're at Your Counter:***

- Presenting the report while on the customer's side of the counter, makes a statement of helpfulness and cooperation with the customer.
- Point out the DUE NOW category is in the color Red for safety concerns.
- DUE NEXT - Point out that the report prevents you from selling a service prematurely.
- Point out the ServiceIntelligence poster and give other's waiting their ServiceIntelligence report.
- Remember you're not trying to sell them, but rather inform them of services needed to avoid trouble later – be open to whatever they say, not defensive.
- Repeating their objection is an effective way to let them know you're listening, and to give you time to think of your next suggestion.
- If they turn down your Preventive Maintenance suggestion, ask them about their long-term intentions for the vehicle.

## ***The Family Fleet Approach:***

- Always print out the customer's reports for all vehicles that are not in for service today.
- Ask customer if there is another vehicle in their family (not in your database) that might benefit from this cost saving approach to service.
- Ask them to show the report to their significant other to get their opinion on the report.

## ***Scheduling Their Next Appointment:***

- Always ask for the appointment by referencing the next appointment date on the report.
- Always use the report that you've given them as a point of reference when pointing out the need for service and scheduling the appointment.
- Write down the customer's appointment on a counter calendar and give them a reminder to take with them.