



KEYS TO COMMUNICATION

1 0 4 · 1 0 5 · 1 0 6

S H A W

The standard for dealership training.



SHAW

DEALER TRAINING GROUP

100 SERIES · 104 · 105 · 106

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THIS WORKBOOK BELONGS TO

Write it down. What you write, you remember. What you remember, you use.

DAY ONE

104

Communication is everything.



COURSE 104



THE BIG IDEA

104

The one idea that anchors everything that follows.

**It isn't what you say —
it's what the customer hears, and how you make them feel.**

NOTES:



THE OPPORTUNITY

Every call and visit is a chance to win — or lose.

Do we answer the call EVERY time?

YES

NO

Do we set a solid, specific appointment?

YES

NO

Do we maximize every opportunity?

YES

NO



HOW WE COMMUNICATE

Rank each channel — then talk about why.

Phone call

RANK

In person

RANK

Text or email

RANK



THREE PARTS OF COMMUNICATION

Most of the message isn't the words.

Words

% OF MESSAGE

Tone of voice

% OF MESSAGE

Body language

% OF MESSAGE



KEYS TO LISTENING

Three habits — and how we show them.

1 Pay Attention

How do we demonstrate that we're paying attention?

2 Right Attitude

How do we demonstrate the right attitude?

3 Open-Minded

How do we demonstrate that we're open-minded?

PERSPECTIVE

104

Two people, one object — who's right?



"I see a 6."

"I see a 9."

This is self-explanatory. Who is right?

WHO IS RIGHT?



HOW WOULD THE CUSTOMER FEEL?

When we bring our best to every interaction.

How would the customer feel if we used our best words, paid attention, brought the right attitude, and stayed open-minded to finding a solution?

| Write your thoughts:



DAY ONE COMPLETE

Take it to the drive.

TONIGHT'S HOMEWORK

Go observe your service drive. Are people using their best words, their best tone, and their best body language? Make notes throughout your day — and report back tomorrow.

| What did you notice?



SECRET CODE

104

Complete Day One — capture today's code.

TODAY'S SECRET CODE

NOTES



DAY TWO

105

The words that win.



COURSE 105



POWER STATEMENTS

Turn an everyday line into a power statement.

POWER STATEMENT 1

Basic: *"I can make an appointment for you at 2 p.m."*

Power: _____

POWER STATEMENT 2

Basic: *"I will perform a diagnosis for you."*

Power: _____



TONE OF VOICE

105

Five tones — notice what each one says.

1 Normal — everyday

2 Soft

3 Smiling — slightly elevated

4 Confident

5 Stern



BODY LANGUAGE

Five postures — what does each one tell the customer?

1 Normal — everyday

2 Hunched over — bored

3 Crossed arms — closed off

4 Sitting or standing tall — receptive

5 Open arms — confident

DELIVER IT WITH BODY LANGUAGE

Practice your power statement — then add confident body language.

PRACTICE 1

Power statement: *“My expert technician will perform a diagnosis for you.”*

Add the body language: _____

PRACTICE 2

Power statement: *“I am happy to make your appointment for 2 p.m.”*

Add the body language: _____



INSTEAD OF... TRY...

Rewrite the everyday lines.

INSTEAD OF

TRY

| How would you feel as the customer?



ATTRACTION STATEMENTS

[illegible]

WORDS & PERCEPTION

Same facts — different perception.

Does changing your WORDS change the meaning to the customer?

YES

NO

Does changing your TONE change the meaning to the customer?

YES

NO

Does changing your BODY LANGUAGE change the meaning to the customer?

YES

NO



SHOP TALK → CUSTOMER TALK

Translate the jargon — then add your notes.

No problem

O.E.M.

Turn rotors

Major & minor

Worn out

Tear it down

Additional services

Throw it on a lift

Notes:



SECRET CODE

105

Complete Day Two — capture today's code.

TODAY'S SECRET CODE

NOTES



DAY THREE

106

The calls that count.



COURSE 106



PHONE STANDARDS

Set the bar for every call.

How many rings is acceptable?

How long on hold before the customer gets annoyed?

Do you pick up a ringing phone with a customer in front of you?

YES

NO

THE INBOUND CALL

The same warm greeting, every time.

1 · “Thank you for calling [Dealership].”

2 · “My name is ____.”

3 · “How can I help you today?”

What is your dealership greeting?

Tone of voice _____

Body language _____

YOUR NEW WORDS



PLACING ON HOLD

Ask — wait — thank.

- 1 · “May I place you on a brief hold?” (then wait for the answer)
- 2 · Tell them why.
- 3 · “Thank you for holding — I appreciate your patience.”

Tone of voice _____

Body language _____

YOUR NEW WORDS



THE IN-PERSON WAIT

106

Make the wait feel cared for.

- 1 · “Thank you for waiting.”
- 2 · “You now have my full, undivided attention.”
- 3 · Walk and talk to make the best use of our time.

Tone of voice _____

Body language _____

YOUR NEW WORDS



THE LINE-OF-SIGHT RULE

Greet anyone you can see.

THE RULE, UPDATED

The old “10-foot rule” said greet anyone within 10 feet. In today's world, greet anyone within your eyesight — a smile and a nod cost nothing and change everything.

How will you greet every customer in your line of sight?



WHAT MAKES YOU STAND OUT

Be the reason they come back.

**| What makes you stand out from every other advisor
| — and every other store?**



THE OUTGOING CALL

106

One process for every outbound call — status, pick-up, follow-up.

Dealership name

My name

Permission

Purpose



CHANGING YOUR WORDS

106

Only you can change your behavior.

**| Will these tools help you close more — and make
| customers happier? Why?**

REMEMBER

Only YOU can change YOUR behavior. Changing your words can change your life.





KEEP GOING.

*Communication is only one piece of a complete Fixed Ops process.
For more on communication — or training for any other area of
your dealership — connect with the Shaw Dealer Training Group.*

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*Steve Shaw · Founder, Shaw Dealer Training Group
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