



BDC TRAINING

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S H A W

The standard for dealership training.



SHAW

DEALER TRAINING GROUP

100 SERIES · 109 · 110 · 111

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THIS WORKBOOK BELONGS TO

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

THE BIG IDEA

109

The one idea that anchors everything that follows.

**The BDC is the dealership's front door.
Every call is answered with the ultimate
professionalism — and every call becomes an
appointment.**

**The goal of the BDC: schedule and load the shop to
the highest dealership standards.**

NOTES:



DAY ONE

Foundations of the BDC.



WHAT IS THE BDC?

109

Where the relationship — and the revenue — begins.

| BDC stands for:

| What are the tasks of the BDC?

| What is the one thing the BDC does not do?

THE GREAT DEBATE

109

Appointments — to be, or not to be?

Run on appointments, or take them as they come? List the benefits of running on appointments:

1

2

3

4

5

6

7

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9

10

THE BENEFITS OF AN APPOINTMENT

What the appointment does — for the customer, the advisor, and the shop.

1

2

3

4

5

6

NOTES:

BENEFITS WITHOUT AN APPOINTMENT

What happens when the customer just shows up — list what each side gets.

1

2

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6

NOTES:

APPOINTMENT BASICS

109

What goes into an appointment — every time.

1

2

3

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10



CUSTOMER & VEHICLE INFORMATION

The benefits of collecting it — for everyone.

The benefits of collecting the customer information:

The benefits of collecting the vehicle information and mileage:

THE BENEFIT OF THE CUSTOMER CONCERN

Capture what they're coming in for.

Why do we want to collect the concern?

Is there anything else we need to know from the customer?

HOW TO MAKE AN APPOINTMENT

Four steps — every time.

STEP 1 — Collect the information: the customer, the vehicle, the concern.

STEP 2 — Establish the customer expectations.

STEP 3 — Offer options.

STEP 4 — The either/or close.

| Practice your two-option offer:

| NOTES:

ESTABLISH THE CUSTOMER'S EXPECTATIONS

109

Set the visit up to succeed.

Please allow _____ to check in the vehicle.

Bring your _____

What are the benefits of establishing expectations up front?

BUILD VALUE IN THE DEALERSHIP

Present the experience while they wait.

Why present the amenities to the customer? What are the benefits?

Which amenities can you mention? (Wi-Fi, shuttle, lounge, refreshments)

SECRET CODE

Complete Day One — capture today's code.

TODAY'S SECRET CODE

NOTES

DAY TWO

The incoming call.



THE BIG IDEA

110

Day Two — the incoming call.

**Today is the incoming call.
Every incoming call is answered with the ultimate
professionalism — and every incoming call becomes
an appointment.**

NOTES:

THE COST OF NOT MAXIMIZING EACH CALL

Put a number on what we let slip away.

Total daily missed calls

Your average revenue per RO (\$)

Your daily total (\$)

Total working days per month

Monthly total (\$)

Annual total ($\times 12$) (\$)

Could you use more money?

TYPES OF INCOMING CALLS

List every way we bring customers in.

1

2

3

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HOW TO ANSWER THE INCOMING CALL

Four steps — every call, every time.

- 1 “Thank you for calling ABC Motors. My name is _____.”
- 2 “I am happy to help you.”
- 3 Listen.
- 4 Provide the solution.

NOTES:

HOW TO TRANSFER A CALL

The customer never gets lost in the hold button.

STEP 1 — Ask permission: “May I transfer you?”

STEP 2 — Wait for the response — gain permission, and collect the contact information.

STEP 3 — Contact the correct agent.

STEP 4 — Reengage the customer — who will take the call, and that they are ready for them.

STEP 5 — Transfer the call.

NOTES:

FAQs

The ten questions every caller asks — write your store's answers.

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3

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CREATING A WELCOME PACK

110

Prepare for the customer's arrival — present the experience before they walk in.

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10

Who creates it?



SECRET CODE

110

Complete Day Two — capture today's code.

TODAY'S SECRET CODE

NOTES



DAY THREE

The outgoing call — the Steve Shaw way.



THE BIG IDEA

111

Day Three — the outgoing call.

**Today is the outgoing call.
Everything until now was answering the incoming
call and creating the appointment.
Today the BDC picks up the phone and drives the
business.**

NOTES:

TYPES OF OUTGOING CALLS

Every call we make — list them.

1

2

3

4

5

6

7

8

9

10

THE CONFIRM CALL

111

Confirm the appointment — every time.

THE CALL

Why do we do it?

How is it done?

Who is responsible?

When does it take place?

What is our process?

WORD TRACKS — THE OUTGOING CALL

Dealer name

My name

Permission

Purpose

NOTES:



THE REMINDER CALL

111

A friendly nudge before the visit.

THE CALL

Why do we do it?

How is it done?

Who is responsible?

When does it take place?

What is our process?

WORD TRACKS — THE OUTGOING CALL

Dealer name

My name

Permission

Purpose

NOTES:



THE NO-SHOW CALL

111

Recover the missed appointment.

THE CALL

Why do we do it?

How is it done?

Who is responsible?

When does it take place?

What is our process?

WORD TRACKS — THE OUTGOING CALL

Dealer name

My name

Permission

Purpose

NOTES:



RECALLS

Bring open recalls back in.

THE CALL

Why do we do it? _____

How is it done? _____

Who is responsible? _____

When does it take place? _____

What is our process? _____

WORD TRACKS — THE OUTGOING CALL

Dealer name _____

My name _____

Permission _____

Purpose _____

NOTES:

PREVIOUSLY FAILED ITEMS

Re-present the failed items they postponed.

THE CALL

Why do we do it? _____

How is it done? _____

Who is responsible? _____

When does it take place? _____

What is our process? _____

WORD TRACKS — THE OUTGOING CALL

Dealer name _____

My name _____

Permission _____

Purpose _____

NOTES:

SPECIAL ORDERS

111

Bring special-order customers back.

THE CALL

Why do we do it? _____

How is it done? _____

Who is responsible? _____

When does it take place? _____

What is our process? _____

WORD TRACKS — THE OUTGOING CALL

Dealer name _____

My name _____

Permission _____

Purpose _____

NOTES:

FOLLOW-UP CSI

111

Earn the perfect survey.

THE CALL

Why do we do it?

How is it done?

Who is responsible?

When does it take place?

What is our process?

WORD TRACKS — THE OUTGOING CALL

Dealer name

My name

Permission

Purpose

NOTES:



WE MISS YOU

111

Win back the orphan owner.

THE CALL

Why do we do it?

How is it done?

Who is responsible?

When does it take place?

What is our process?

WORD TRACKS — THE OUTGOING CALL

Dealer name

My name

Permission

Purpose

NOTES:



HOW TO ASK FOR SOCIAL MEDIA

Turn a thank-you into a review.

THE CALL

Why do we do it? _____

How is it done? _____

Who is responsible? _____

When does it take place? _____

What is our process? _____

WORD TRACKS — THE OUTGOING CALL

Dealer name _____

My name _____

Permission _____

Purpose _____

NOTES:

SECRET CODE

111

Complete Day Three — capture today's code.

TODAY'S SECRET CODE

NOTES





KEEP GOING.

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

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