

202



FACTORY MAINTENANCE DRIVEWAY SALES



SIGNATURE SERIES

S H A W

The standard for dealership training.



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DEALER TRAINING GROUP

200 SERIES · 202

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THIS WORKBOOK BELONGS TO

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

**People love to buy — but hate to be sold.
Present the facts, and let the customer choose to say yes.**

[illegible]

DRIVEWAY OBJECTIONS

Name them — so you can handle them.

What are the objections you hear in the service drive while presenting maintenance to the customer?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



SELLING VS. BUYING

Which one actually works?

**| Which is better — selling, or helping the customer
| buy? Why?**

THE TRUTH

Nobody likes to be “sold.” Everyone likes to buy. Present the facts and make it easy to say yes.

| NOTES



BUYING MOTIVES

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This is the crux — people buy for two reasons.

People buy for two reasons:

FEAR OF LOSS

=

HOPE FOR GAIN

=

NOTES



THE VALUE PROPOSITION

You — and the dealership — are the value.

| WHO IS THE VALUE?

1. _____ is the value.
2. _____ are the value.

| SELLING vs. BUYING

SELLING

BUYING

| NOTES



PRESENT THE FACTS

Customers want facts.

The facts are: there are items that require attention. The customer chooses to keep them — or delete them.

Customers want

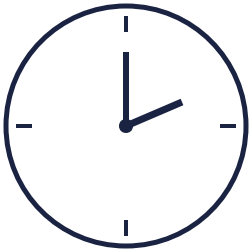
Facts =

NOTES



QUARTER TIME

60 minutes — and the clock is running.



Quarter Time is the industry standard: the customer allows the dealership 60 minutes for a multi-point inspection, oil change, and tire rotation. One quarter of that hour is 15 minutes.

15 minutes

=

chance

30 minutes

=

chance

45 minutes

=

chance

Can you achieve a 15-minute interval from write-up to the multi-point inspection presentation 100% of the time?

YES

NO

WHY OR WHY NOT?



THE TWO STEPS

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Every maintenance presentation, two moves.

1 Step One

2 Step Two

| NOTES



SECRET CODE

202

Complete the course — capture your code.

TODAY'S SECRET CODE

NOTES





KEEP GOING.

Driveway sales is only one piece of a complete Fixed Ops process. For more on driveway sales and factory maintenance — 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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