



MULTI-POINT INSPECTION (NEED)



SIGNATURE SERIES

S H A W

The standard for dealership training.



SHAW

DEALER TRAINING GROUP

200 SERIES · 206

Steve Shaw

424-237-4973

hello@shawdealertraininggroup.com

shawdealertraininggroup.com

THIS WORKBOOK BELONGS TO

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

**The inspection creates the need.
Show the facts; the customer sees it — and buys.**

[illegible]

MPI OBJECTIONS

Name them — so you can handle them.

What objections do you hear when you present the multi-point inspection results to the customer?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____



SELLING VS. BUYING

Which one actually works?

Nobody likes to be sold. Everyone likes to buy.

SELLING

BUYING

NOTES



BUYING MOTIVES

206

This is the crux — people buy for two reasons.

People buy for two reasons:

FEAR OF LOSS

=

HOPE FOR GAIN

=

NEED + VALUE = A SALE



WORDS THAT CREATE NEED

The words you choose decide whether they buy.

Some words create need. Others sound like a sales pitch and invite pushback. Use the left column — never the right.

WORDS THAT CREATE NEED

Important

Vital

Required

Necessary

WORDS THAT DIMINISH

Tell

Should

Recommend

Due / overdue

NOTES

ASK PERMISSION

206

Earn the right to inspect — and to present.

THE PRIME ITEM

The inspection is the prime item. Ask permission to perform it, then ask permission to review the results with the customer.

1. ASK PERMISSION TO PERFORM THE MULTI-POINT AT WRITE-UP — WHY?

2. ASK PERMISSION TO REVIEW THE MULTI-POINT INSPECTION — WHY?



PASS OR FAIL

Our process is three steps.

1

Your make, model, mileage makes you the _____ expert.

2

Green items = _____

Red items = _____

3

Any questions?

YELLOW ITEMS

CUSTOMER RESPONSES

Present the facts — there are only two ways the customer answers.

1. _____

OR

2. _____



\$
QUOTE

NOTES

SAMPLE REPORT CARD

The document we use — pass or fail, every item.

MULTI-POINT INSPECTION — REPORT CARD

SAMPLE

Customer _____

Vehicle _____

Mileage / RO # _____

☐ P = PASS

☐ F = FAIL

Brakes & tires: record the measurement.

	P	F
UNDER HOOD		
Engine oil & filter	☐	☐
Engine air filter	☐	☐
Cabin air filter	☐	☐
Drive belts & hoses	☐	☐
Coolant system	☐	☐
Battery & terminals	☐	☐

INTERIOR / EXTERIOR		
Exterior lights	☐	☐
Wiper blades & washer	☐	☐
Horn	☐	☐
Glass & mirrors	☐	☐

	P	F
UNDER VEHICLE		
Shocks / struts	☐	☐
Steering & suspension	☐	☐
Exhaust system	☐	☐
Fluid leaks	☐	☐
CV boots / joints	☐	☐

MEASURED ITEMS		
Front brakes ____ mm	☐	☐
Rear brakes ____ mm	☐	☐
Tire tread ____ /32	☐	☐
Tire condition	☐	☐

PASS / FAIL ELEVATES THE MPI — JUST LIKE A STATE INSPECTION.

COMMENTS: _____



VIDEO MULTI-POINT INSPECTION — CALL

Your video presentation to the customer.

1 Dealer name

2 My name

3 Permission

4 Purpose

SECRET CODE

206

Complete the course — capture your code.

TODAY'S SECRET CODE

NOTES





KEEP GOING.

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

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shawdealertraininggroup.com

hello@shawdealertraininggroup.com

(424) 237-4973

Steve Shaw · Founder, Shaw Dealer Training Group

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