



THE 30-SECOND VIDEO MULTI-POINT INSPECTION



SIGNATURE SERIES

S H A W

The standard for dealership training.



SHAW

DEALER TRAINING GROUP

200 SERIES · 210

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THIS WORKBOOK BELONGS TO

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

THE BIG IDEA

210

Brand new for 2027 — nobody teaches this but us.

**The multi-point inspection is now a TikTok.
Thirty seconds, facts only — speed wins the game.**

NOTES:



THE ATTENTION SPAN

210

If we scroll past everything else, why is this different?

Imagine scrolling a 2-5 minute video on YouTube, TikTok, or Instagram. Do you watch reels and shorts? How much attention do you give each one before you swipe?

| CIRCLE YOUR ANSWER:

5 SECONDS

15 SECONDS

30 SECONDS

What makes us think our multi-point video is any different than a TikTok short or reel?

| YOUR THOUGHTS



WHY NOT?

210

Recognize why technicians don't do the MPI.

1.

2.

3.

4.

5.



WHY DO IT?

210

Three reasons the video MPI wins.

WHAT THE VIDEO CREATES

WHY IT WINS FOR THE TECHNICIAN

WHY IT WINS FOR THE CUSTOMER



PASS OR FAIL

Every item is a pass or a fail. Nothing in between.

GREEN — PASS

Items in good condition. Tell the customer in plain facts.

RED — FAIL

Items that need attention now. Present the facts; the customer chooses.

The yellow items passed today. They will fail on or before your next visit.

WHOSE STANDARD?

Write the time & mileage interval in each box.

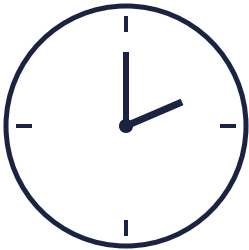
Each source sets a time and mileage interval for these items. Fill in each one — then live by the dealer standard:

	Auto Manufacturer	Fluid Provider	My Expertise	Dealer Standard
Cabin filter				
Air filter				
Brakes				
Tires				
Coolant				
Transmission				
Differential				
Belts & hoses				

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

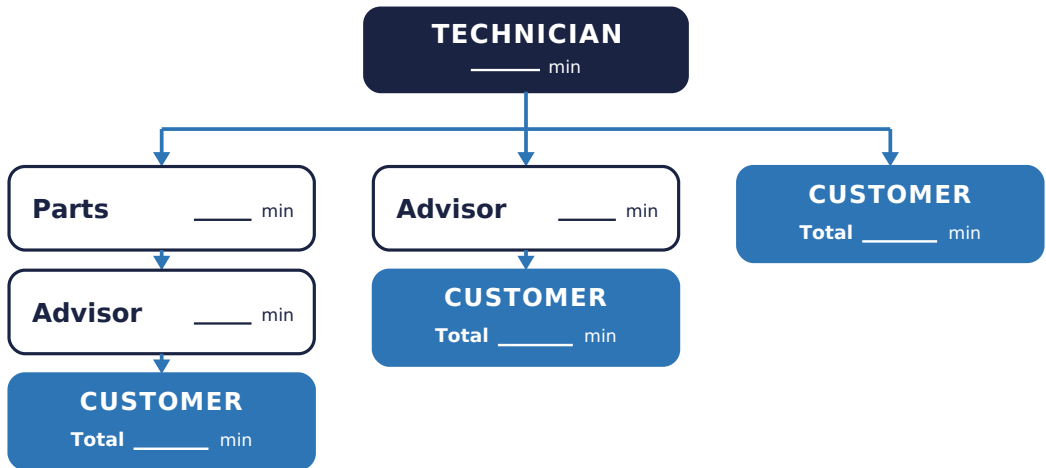
NO

WHY OR WHY NOT?

CALL TO ACTION

210

Every route starts with the technician and ends with the customer.



Write the minutes each step takes, then total the route. Only one route beats the 15-minute clock.

MY CALL TO ACTION

Your on-camera script — the words you say at the end of your video:

OPTION 1 • ADVISOR CALLS THE CUSTOMER

SAMPLE WORD TRACK

"Advisor _____ will be calling you within 15 minutes to give you the details of these failed items on the multi-point inspection report card."

OPTION 2 • CUSTOMER CALLS THE ADVISOR

SAMPLE WORD TRACK

"Please call your advisor for details of the failed items on the multi-point inspection report card."



THE FORMULA

Memorize this. Everything else serves it.

Name + Vehicle



The Facts — pass / fail



One Call to Action

IN 30 SECONDS OR LESS.

In 2026 and 2027, the dealership that delivers the facts in 30 seconds will win the customer's attention, the approval, and the next visit. Customers have told us how they want information — fast, factual, and on their phone. The data agrees. Length is not value. Speed is.

YOUR 30-SECOND SCRIPT

Write your whole inspection — one box per step.

1 Introduction

2 Primary concern — pass / fail

3 Pass / fail MPI

Brakes	Tires	Air filter	Cabin filter	Other failed items
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4 Call to action

OLD WAY NEW WAY

Four steps. Faster. Watched to the end.

OLD WAY

1. Tech credentials
2. Vehicle info
3. Prime item
4. Pass / fail /
walk-around
5. Call to action

the slow way

NEW WAY · 4 STEPS

1

Introduction

2

Primary concern — pass / fail

3

Pass / fail MPI

4

Call to action

SECRET CODE

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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 30-second video multi-point inspection — or training for any other area of your dealership — connect with the Shaw Dealer Training Group.

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