

Customer Drop Off Script

First conversation between Service Advisor and Customer

Introductory Note:

We tend to focus more on the development of muscle memory of our techs during inspections than on the muscle memory of us advisors with each customer interaction.

*The single most important communication to be had with the customer in regards to the digital inspection is the very first one - at **vehicle drop off**. (Yes, selling inspections is also just as important, but this is the introductory moment. Where they discover you are a technologically advanced shop that performs digital inspections on their vehicles). The purpose of the script is to assist the advisor with creating coherent communication with the customer. It will allow for painless collection of email addresses, easier upsell opportunities, and the setting up of clear expectations - all within 90 seconds of dialogue.*

This script is recommended for every customer that walks through the door. The supplies you will need when making this 'presentation' will be:

- 1. A laminated color copy of a completed inspection from your shop. Pick one that has at least 5 topics for needs immediate attention, 3 topics for needs future attention, and has 5-10 photos that have been edited to show emphasis on problem area. You can print this double sided, so you have about 3 pages front and back.
 - a. **Or**, if your service counter is equipped with a touchscreen swivel monitor, have a presentable inspection cued up on a browser tab on your TVP with similar characteristics.**
- 2. A very big smile!*

Most states by law require verbal authorization of a customer when performing inspections, same as any repair or service you offer. The customer must always be informed of anything and everything you do.

But it's not all about formalities. It's about educating your customer by way of photo's and video, for a more efficient way to sell those recommendations.

They will see the benefits before you even pick up the phone.

****After you have listened to the customers vehicle complaints, introduce the inspection...**

“When we have your vehicle in the shop assessing your concerns, we will also perform a comprehensive inspection at no charge.

****Grab the laminated inspection sheet and put it on the counter to show to them, or have your touch screen monitor ready**

As part of our commitment to technological advancement, we have equipped each of our technicians with tablets to perform these digital inspections.

Your safety, and the safety of your family is our number one concern. This is why we are dedicated to performing these inspections on every vehicle that comes through our bay doors.

Our technician _____ will go through over _____ (*fifty, twenty five, etc*) topics on your vehicle, and determine what recommendations require service or repair, and the levels of urgency. We will let you know what we recommend now, and what can be done later.

Along with these recommendations, we will provide photos with emphasis on the problem areas on your vehicle, as well as corresponding educational videos.

- We perform comprehensive digital inspections on every vehicle we service
- Let me show you an example inspection.
- We are technologically advanced
- Customer safety and education is our number one concern
- We will inform you of recommendations due now and what can be done later
- Photos and video on inspection

***** (Optional example, you can forego it, or talk about another one)**

For example, brake fluid. The video will show you what it does, what happens when it deteriorates, and what the urgency is to replace it. How awesome is that?!

So the second our technician submits this inspection, I will email directly to you.

And it looks like your email is _____@_____.com is that correct?

*****If no email is on file, ask “would you share your email with us so I can send you this inspection?”**

Ok great.

While you're checking that out, I'm going to be getting your estimates together. I will reach out to you 15-20 minutes after I send over that inspection. Which phone number is best? Is it this ____ - ____ number?

Great.

I'll go ahead and give you a call in about _____ (an hour, two hours, etc), and we will go over that inspection together.

Does that sound good?

And how about when the vehicle is ready for pick-up. Would you prefer to be notified by text or email? Or just a plain old phone call?

- Confirm or ask for email

- I will call you about 15-20 minutes after I email the inspection to review it with you.

- Confirm phone number

- I will call you in _____ hours to go over inspection

- Would you prefer to be notified by text at pick up?

****Grab their mobile phone provider if they say text and you do not have that information captured in Autovitals**

Alright, perfect.

You're all set to go! Once again, I will be reaching out to you 15-20 minutes after you get that email so we can go over it.

Thanks! Talk to you soon."

REITERATE

- I will call you about 15-20 minutes after I email the inspection to review it with you.

*****On the following pages you will find this script in a one page format. Please laminate a copy, or print one out to have in front of you until this becomes muscle memory.**

Remember: Repetition is the mother of learning!

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