

**Example**  
**A customer makes a battery enquiry**

**Bad example** - Unless we are the cheapest or most convenient we lose.

**Phone rings:** *Ring...Ring...Ring... Ring...Ring...Ring... Ring...Ring*

**Technician:** *Hello, can you hold the line?(pause)*

**Technician:** *Hello?*

**Customer:** *Hi, I wanted to know if you sell car batteries and how much are they?*

**Technician:** *Yeah, we have a full range of batteries. They cost anywhere from \$99 to \$200. What type of car do you have?*

**Customer:** *I have a 2007 VN Commodore.*

**Technician:** *A new battery for a Commodore is about \$150.*

**Customer:** *Thanks for that. I will get back to you.*

**Good example** – Taking the focus off price by asking questions and presenting a solution

**Phone rings:** *Ring...Ring...Ring*

**Technician:** *Good morning. Browns Motors, This is John. How can I help you?*

**Customer:** *Hi, my name is Bill and I wanted to know if you sell car batteries and how much are they?*

**Technician:** *Ok Bill. I can help you with that. I just need to grab some more information from you. What type of vehicle do you have?*

**Customer:** *I have a 2007 VN Commodore.*

**Technician:** *While I'm looking that up, what made you decide that your vehicle needed a new battery?*

**Customer:** *My car is hard to start and I feel it's going to let me down soon.*

**Technician:** *That is certainly a sign that your battery may require replacement, but has anyone actually tested the battery and the vehicle's charging system, Bill?*

**Customer:** *Nobody has checked the car and I think the battery is only two years old.*

**Technician:** *Well, looking at the Bosch catalogue, there are two batteries available for your vehicle - a heavy duty and a high performance. Do you drive the vehicle every day?*

**Customer:** *I don't drive the car everyday as I am now retired. I drive it maybe two to three times a week.*

**Technician:** *OK Bill, based on what you have just told me I would recommend the high performance battery which comes with a two year warranty. The cost for the high performance battery is \$165 supplied and fitted. If you could bring the vehicle around, I can get one of the technicians to fully test the battery and the vehicle's charging system before you go to the expense of a new battery.*

*We could squeeze you in right now or we have some time later today around 3pm. What time suits you best?*

**Customer:** *How much will the battery test cost?*

**Technician:** *There is no charge for the battery and charging system test. It's completely free. Once we have done it we will then be sure if you actually need another battery.*

**Customer:** *That sounds great. I can be there in 30 minutes.*

**Technician:** *Can I just confirm the spelling of your surname.....? What is your best contact number.....?*

**Customer:** *My name is Bill Beck and my mobile number is 0438 89 1224.*

**Technician:** *OK Bill. I have scheduled in for a battery and charging system test at 11.00am. Is there anything else I can help you with?*

**Customer:** *Not at this stage thanks.*

**Technician:** *Once again my name is John I'm the service advisor at Browns motors and I look forward to seeing you at 11.00am.*