

Example
A customer makes a brakes 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 how much for a set of brake pads for my VN 97 Commodore?*

Technician: *Yeah, no worries. Just give me a minute while I look that up? So a new set of brake pads for VN 2007 Commodore will cost you \$600 supplied and fitted.*

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 how much for a set of brake pads for my VN 2007 Commodore?*

Technician: *OK Bill. I can help you with that. I just need to grab some more information from you. You said it's a.....?*

Customer: *VN 2007 Commodore.*

Technician: *OK Bill, what made you decide that you needed new brakes?*

Customer: *When I step on the brakes it starts to make an awful noise.*

Technician: *How long has it being doing this?*

Customer: *A couple of weeks.*

Technician: *So, a couple of weeks. Have you noticed any other issues with your commodore?*

Customer: *There is plenty wrong with it but nothing related to the brakes.*

Technician: *OK Bill, there are a number of things that could be causing your brakes to be squealing. Based on what you have just told me you might not actually need a new set of brake pads. What I suggest you do is bring the Commodore in so we can pop it up on the hoist and perform a quick brake inspection. From there we will be able to tell you exactly what's wrong with the vehicle and what your options are. There is no charge for our brake inspection and 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 brake inspection cost?*

Technician: *There is no charge for the brake inspection. It's completely free. It will only take about 20 minutes and from there we will be able to determine what is wrong and what your options are to get it fixed.*

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 your car in for a brake inspection 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.*