

Example
A customer makes a diagnostic phone 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, my EFI warning light has come up on my dash and I wanted to know how much it will cost to get it fixed?*

Technician: *It's really hard for me to give you a price as we don't know what's wrong with it. All you can do is bring it in and we can start trying to find the problem.*

Customer: *OK. How much will that cost.*

Technician: *Again I can't tell you that as we don't know what's causing the problem. Our labour rate is \$90 per hour. All I can suggest is that you bring the vehicle in and we can start trying to fix the problem.*

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 John, my name is Bill. My EFI warning light has come up on my dash and I wanted to know how much it will cost to get it fixed?*

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

Customer: *2007 VN Commodore.*

Technician: *And how long as the light been on for?*

Customer: *It's been coming on and off for a couple of weeks now.*

Technician: *Have you noticed anything that causes the light to come on or turn off?*

Customer: *No. It just seems to happen randomly.*

Technician: *OK Bill, based on what you have just told me there could be a number of things that could be causing the light to come on. In order to diagnose what is wrong with the car we really need you to drop it off and leave it with us for one hour so we can perform a diagnostic inspection. This way we can plug our scan tool into the car and perform a series of tests. From there we should be able to tell you what's wrong with the vehicle and what your options are to get it fixed. Your total commitment for the diagnostic inspection is \$90. We could squeeze you in right now or Friday morning. What time suits you best?*

Customer: *What happens when you find out what's wrong with the car?*

Technician: *Once we have determined what's wrong with the car we will call you straight away to discuss your options for getting it repaired*

Customer: *OK. Friday will work best for me.*

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 diagnostic inspection of your EFI light at 11.00am on Friday. 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 on Friday.*

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