

Example Customer makes a service 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 service?*

Technician: *The cost of our standard service is \$195 and that includes a 48 point inspection and report.*

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 service of my VN 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 Commodore.*

Technician: *What age?*

Customer: *It's a 07 I think.*

Technician: *How many kilometers has the vehicle done and when was the last time you had it serviced?*

Customer: *It's done 96,000 and I had it serviced about 12 months ago.*

Technician: *OK Bill, based on what you have just told me and given that the car is getting close to 100,000 our general six-monthly service would probably be the best for*

you. The cost of that is \$195 and that includes a 48 point inspection and report. This will enable us to give you a full report on all the different areas of your car, including the brakes, engine and the electrics and a lot of other things. That way we can be fully aware of any issues that might cause problems down the track. We could fit you in for that service on Wednesday or Friday. Which day would suit you best?

Customer: *What happens if my car needs extra work?*

Technician: *When you bring in your vehicle, we will get your best contact details and after about an hour we will call you to discuss your vehicle. At that stage if there are any issues that need attention, we can discuss them and maybe put them in an order of priority depending on your budget.*

Customer: *OK. Wednesday 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 service at 11.00am on Wednesday. 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 Wednesday.*