

# Turn your Telephone Into a Goldmine! <sup>TM</sup> Sales Course

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*a powerful course for the automotive professional*

**Bob Cooper's Secrets to Handling  
First-Time Callers!**

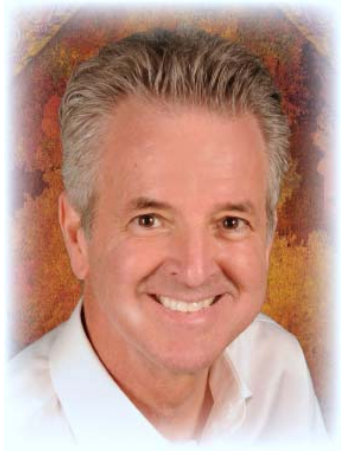
**Recorded Live  
in Irvine, CA!**

**Elite** <sup>TM</sup>  
THE NAME YOU CAN TRUST

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*Elite. The most affordable and effective profit building tools on the face of the earth <sup>TM</sup>*

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Starting off as a technician, Bob's went on to own and operate some of the most successful shops in America! He is also the founder and president of Elite, a worldwide company that specializes in helping shop owners build more profitable, successful businesses. He has been nominated for entry into "Who's Who in American Business" and he is a member of the prestigious National Speakers Association. Today he is recognized as one of the nation's leading authorities on both personal and career success. Bob speaks nationally as well as internationally to many Fortune 500 companies, to the United States Army, and he's spoken to some of the wealthiest people in America!

Bob founded Elite in 1990 with the objective of offering the auto service industry affordable and effective business-building solutions. Today they are an international company with clients throughout the world, including many of the industry's most successful independent shop owners. The breadth and depth of their business building solutions is unparalleled, worldwide. If you would like further information on what Elite can do for you, please call (800) 204-3548. Outside the U.S., call country code 1 (858) 756-3102.

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Elite P.O. Box 9630 Rancho Santa Fe, CA 92067

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Elite AC0001WB

# PowerPoint Slides Used During Course

## ***Profiles for Success***

*The 3 Keys of Success for every great salesperson!*

- all successful sales people ...  
have the right attitude!
- they start every day ...  
with clearly defined goals!
- they have a "plan" for their success!

***Elite***

## ***The Elite Sales Cycle!***

1. Build Rapport
2. Fact Find
3. Identify the Need!
4. Identify the Solutions!
5. Build Interest & Value
6. Ask for the Sale
7. Close the Sale
8. Resell the Service!

***Elite***

## ***UCLA Study - Influence on Sales!***

- 55% ... is through visual input!
- 38% ... is through our tonality!
- 7% ... is through ... the words we use!

***Elite***

# High Impact<sup>TM</sup>

by Bob Cooper of Elite

## Profile for Success

### A Profile of Successful People!

- #1 All successful people start every day with the right attitude!
- #2 All successful people start every day with clearly defined goals!
- #3 All successful people have a plan...for reaching their goals!

## The Elite Sales Cycle

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

Notes ... \_\_\_\_\_  
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# High Impact™

by Bob Cooper of Elite

## Step #1

### Establishing Rapport over the Phone!

We can “instantly” build rapport with the customer ...

1. By having the right “attitude” ... and by \_\_\_\_\_!
2. By answering the phone properly!
3. By speaking slowly, distinctly, and properly introducing ourselves!
4. By listening intently ... and taking good notes

## Step #2

### Fact Finding over the Phone!

The only way we can fact find over the telephone is ...

- By asking \_\_\_\_\_ and then ...  
\_\_\_\_\_ to their response!
- By taking \_\_\_\_\_ of the conversation!

Notes ... \_\_\_\_\_  
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## Step #3

### Identifying the Caller's Need!

*Don't forget! The Superstars follow a sales procedure!*

The only way we can identify the need over the telephone is ...

- By asking a series of questions!
- By analyzing all of the information we've gathered

## Step #4

### Identifying the Solutions!

The only way we can identify the solutions for the callers is ...

- By quickly knowing what we can offer.

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## Step #5

### Sell what your Customers want to buy!

The best way of building interest and value over the telephone is ...

- By painting \_\_\_\_\_ pictures!
- By understanding that every customer wants:  
Benefits! Not parts and not labor!

#### Quality Features

- “Written” estimates
- “Certified” technicians
- “Written” warranties
- “No charge” inspections
- “State-of-the-art” equipment

#### How the Customer Benefits

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#### Convenience Features

- We can do it ... “now”
- Visa, MC, AX, financing
- Extended hours

#### How the Customer Benefits

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Notes ... \_\_\_\_\_  
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## Step #6

### Asking for the Sale ... Over the Phone!

The only way we should ever ask for the business is ...

- By having a customer that is open to our offer!
- By offering a choice of appointment times
- By recognizing that they called us for a very good reason

## Step #7

### Closing the Sale ... Over the Phone!

The only way we can close the sale is ...

- By genuinely caring for our customer
- By being well-prepared ... to overcome objections

*Notes ...* \_\_\_\_\_  
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## Step #8

### Reselling the Service!

The way we resell the service is ...

- By reconfirming the service we are going to perform
- By reconfirming the appointment time
- By giving proper directions and closing ... with our name!

## Supplies

### The Proper Tools for your Success!

Just like any professional, we need to have the proper tools ...

- Adequate phone lines with extensions throughout the facility
- Appointment schedules and lead sheets
- A list of benefits and statistics that are committed to memory
- Be familiar with your website and have e-mail ready documents
- Posted print media tear sheets
- Daily, weekly and quarterly goal sheets
- A team spirit and the right incentive programs!
- A pad of “telephone procedure” sheets
- A digital voice recorder



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## Review

### Bringing it all Together!

- #1 If we have the right objectives...it will always show through.
- #2 We can never forget that all great sales people use the sales cycle, they ask questions, and they \_\_\_\_\_ intently.
- #3 Only one person will control the conversation, and they do it through proper use of \_\_\_\_\_.
- #4 It's unfair to our customers, our business, and our industry...to "pre-judge" or "pre-qualify" any individual.
- #5 In order for the caller to accept our offer...they must see the \_\_\_\_\_.

Notes ... \_\_\_\_\_

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# Service Advisors!

## *Elite Telephone Procedure*

### SMILE AND HAVE A PEN OR PENCIL IN YOUR HAND!

Ask Questions, Listen intently, Believe in your Service, Ask for the Appointment!

1. "It's a great day at \_\_\_\_\_. This is \_\_\_\_\_ speaking. How can I help you?"

2. "OK. I'll just need to get a little information from you. You said ... it's a \_\_\_\_\_?"

*or ask the caller ...*

"What's the year \_\_\_\_\_, make \_\_\_\_\_ and model \_\_\_\_\_ of the vehicle?"

3. "By the way, my name's \_\_\_\_\_. May I ask who I'm speaking with?"

4. "\_\_\_\_\_, why do you suspect you need a \_\_\_\_\_?" or ask ...  
"Exactly what is the vehicle doing?"

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

... and how long has it been doing this? \_\_\_\_\_

5. "\_\_\_<callers name>\_\_\_, based on what you just told me, you may not need a \_\_\_\_\_ .

6. "What I'd suggest you do is bring your vehicle in so we can perform our 21 point inspection. It's the first part of any service, it'll only take about \_\_\_ minutes, and it's no charge. As soon as we're finished we'll be able to give you a written estimate for anything that needs to be done, and I'll explain all your options to you. I can squeeze you in right now ... or I can get you in at ... \_\_\_\_\_ o'clock. Which would you prefer? \_\_\_\_\_"

7. "OK. May I have the correct spelling of your last name?" \_\_\_\_\_  
"and a phone number where I can reach you?" \_\_\_\_\_

8. "OK. I have you scheduled in for a complete 21 point inspection at \_\_\_\_\_ o'clock. Do you know how to find us? Fine \_\_\_\_\_<caller's name>\_\_\_\_\_. My name is \_\_\_\_\_, I'm the service manager ... and I look forward to meeting you at \_\_\_\_\_ o'clock!"



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# Support Professionals!

## *Elite Telephone Procedure*

**SMILE AND HAVE A PEN OR PENCIL IN YOUR HAND!**

**KNOW YOUR HOURS OF OPERATION AND YOUR ADDRESS!**

1. "It's a great day at \_\_\_\_\_. This is \_\_\_\_\_ speaking. How can I help you?"
2. "OK. You'll need to speak with our service department. Could you please hold for just a moment while I see if (the service manager, etc.) is available?"

### **HE OR SHE'S NOT IN:**

"He\she's not in right now (on a test drive, etc), yet I expect him\her to return in the next \_\_\_\_ minutes\hours."

### **HE OR SHE'S IN, BUT UNAVAILABLE:**

"He's helping another customer right now \ on the phone right now."

If you'd like to leave your name, number and a message, I'll be more than happy to have him return your call just as soon as possible."

"And may I have the correct spelling of your last name?"

\_\_\_\_\_  
"And your first name?" \_\_\_\_\_

"And a number you can be reached at?"

\_\_\_\_\_  
"And would you like to leave a message?" \_\_\_\_\_

\_\_\_\_\_  
"I'll be sure he\she gets the message. My name is \_\_\_\_\_, and thanks for calling. Goodbye."

**TIME AND DATE OF CALL:** \_\_\_\_\_



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**"Amazing! The entire Masters program paid for itself in the first month! The results have been incredible! Add to that, my service advisor sold \$12,960.00 worth of tires the first month and we're not a tire store!"**

## **John Francis**

**Francis Automotive - West Chester, PA**

*Elite*  
**MASTERS**  
program