
THE 9-STEPS TO A SALE EXERCISE – TEST YOUR POTENTIAL SERVICE ADVISOR

1. Build rapport
2. Determine the Need
3. Prepare and Present
4. Sell yourself, sell the company, sell the value, sell the timing
5. Justify the Price
6. Remove Objections
7. Close, Close, Close
8. Cement the Deal – Restate the Value
9. Redirect and Referral

Service Advisor - Someone comes into your shop. Take them through the 8 steps to a sale. Document what you did and how it worked.

Client – You need to have the brakes checked out on your vehicle. You have been hearing a loud noise when stopping and are worried that there is something wrong and that your brakes might not work next time you need them. You have been recommended by a friend to this shop.

Document your experience –	Best	1	2	3	4	5	Worst
Did they build rapport?		1	2	3	4	5	
Did they determine the need?		1	2	3	4	5	
Were they prepared?		1	2	3	4	5	
Did they present well?		1	2	3	4	5	
Did they sell him/her self?		1	2	3	4	5	
Did they sell the company?		1	2	3	4	5	
Did they sell the value?		1	2	3	4	5	
Did they sell the timing?		1	2	3	4	5	
Did they justify the price?		1	2	3	4	5	
Did they ask for and remove objections?		1	2	3	4	5	
Did they close?		1	2	3	4	5	
Did they restate the value?		1	2	3	4	5	

Total _____

