

SERVICE QUALIFYING WORKSHEET

Good qualifying questions are the building block for a successful repair check in, and those questions come from thoughtful practice.

In your training notebooks, have each person write down one question for each of the five qualifying areas listed below.

Some bullet points are provided for the type of information we're looking for, these are just a starting point – if you have other ideas for information that is helpful for you, share them with the group!

Think about what information you're trying to elicit from the customer while drafting your questions. Remember good qualifying questions are ALWAYS open-ended, and the best questions include an example to get the customer's mind going.

NOT GOOD: “Do you like the way your bike feels?”

GOOD: “How do you feel at the end of a long ride on your bike?”

GREAT: “Let's talk about comfort: numb hands or a sore butt are things we can improve with adjustments or upgrades. How do you feel on your bike at the end of a long ride?”

After you've gotten your questions drafted, share with the group and brainstorm follow-up questions that could keep the qualifying flow going.

- **Context**
 - Where the bike is ridden
 - Rider's history with cycling
 - How the bike is ridden (masher v. leisurely spin)
 - Group rider or lone wolf
- **Research**
 - General bike maintenance
 - Ernie's service offerings
 - Upgrades or comfort/capability enhancements
- **Goals**
 - Upcoming trips/rides
 - Fitness aspirations
 - Interest in new trails or destinations
- **Priorities**
 - Comfort vs. performance
 - Aesthetics
- **Concerns**
 - Trouble with comfort on the bike
 - Mechanical problems
 - Budget limitations