

GUIDE SALES FOR SERVICE

Here it is – all in one place! Follow this Guide...guide for service sales success!

- **Greet and Engage**
 - Starts on the phone, then in the parking lot
 - Focus on empathy – how can we make the customer feel welcome and comfortable?
 - The unknown is the scary part. Make it clear where to go!
- **Qualifying**
 - Don't be afraid to take notes!
 - Remember: Context, research, goals, priorities, and concerns
 - More time qualifying=less time at the back end!
- **Give the plan**
 - Transition from listener to leader – take control of the interaction!
 - Give customer clear outline of the next steps: inspection, share findings, write service, get them on their way!
 - Give a clear suggestion for what the customer can check out while you look over their bike, connected to information learned in qualifying
- **Test ride**
 - A good repair inspection is thorough, uninterrupted, and well documented
 - Follow the 3-star order of operations EVERY TIME!
 - Take good notes to ease customer communication and avoid missing things on your estimate
- **Coshopping and customizing**
 - Bring the customer back in and share what you found with their bike
 - Start with service parts, then comfort and capability upgrades
 - Finish with your tuneup pitch – and start with the best to educate and reframe the value!
- **Product delivery**
 - Don't tell the customer when bike will be done – ask when THEY need it by!
 - Estimates aren't a range – give a single, maximum dollar amount
 - Dates and dollars ONLY - don't be vague – no “couple days” or “few bucks”.
 - Communicate the estimate and due date CLEARLY, with text messages as a backup!
 - Share your excitement with the customer – we're stoked for the opportunity to get their old steed tuned up!

ERNIE'S
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