

Attention to the Prime Concern

GRADE _____

First Things First! – Rapidly & Enthusiastically Greet your customers with a SMILE! Focus on **Rapport** and the customer's **Prime Concern**
First. Ensure the customer is comfortable that you understand their **Prime Concern** by repeating it back in the form of a question requiring a response. *Concentrate on RELATIONSHIPS not just TRANSACTIONS (Process Check: Observation)*

Walkaround Inspection / Shift to Maintenance Presentation

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Perform Vehicle Walkaround - and Shift to Maintenance Presentation by fully explaining the benefits of the needed service and asking if they would like to have it performed while their car is here today (Ask for the sale – soft sell, planting the seed that the very idea of maintenance exists if not sold on the spot) **HAND EVERY CUSTOMER A MENU!** (Process Check: Observation)

Customer Buy - In on MPI

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Always get an **"ASSUMED APPROVAL"** on the MPI - "Ma'am, we will also do a free multipoint inspection every time you come in, that way if there is **SOMETHING ELSE** I need to let you know about I can, is that OK?" - **YOU HAVE TO DO THIS EVERY TIME!!!** Enter The MPI OP Code on 100% of RO's (Process Check: Observation/DMS Penetration numbers)

Proactive Customer Status Contact

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Call the Customer FIRST - Always arrange a **Proactive Status Call Time** (Give yourself a window of time) for vehicle status EVERY SINGLE TIME for customers leaving their vehicle. Find out the best WAY and NUMBERS to use – GET THE E-MAIL ADDRESS (Process Check: Route Sheet Updated / DMS Metrics)

Inspection Quality

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Thorough Inspection - Tech Performs Thorough Multipoint Inspection - MAKE SURE your TECH fills out the inspection accurately and thoroughly INCLUDING CONTAMINATED FLUID CONDITIONS (Over 30K) EVERY SINGLE TIME. DO NOT ACCEPT ANYTHING LESS. (Process Check: Random RO Inspection while in Process)

Inspect-it-First!

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Tech Performs Timely Multipoint Inspection - Make sure the tech DOES THE INSPECTION FIRST!!!! Present the findings as soon as you have the prime concern diagnosed. **Present the findings FIRST within 10 -15 Minutes Ideally when there IS NO CONCERN (Like Oil Change)** while the car is still on the RACK!!! (Process Check: Random RO Inspection while in Process)

Prioritized Estimating

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Prioritize the Estimate on the Prioritized Estimate Worksheet - EVERY TIME. Offer the GRAND TOTAL price FIRST EVERY TIME. DO NOT break down Parts & Labor - give the total job price, work up the ladder if needed. (Process Check: Observation)

Manager Daily Review of Process

Daily RO Audit and process observation for constant reinforcement . EVERY DECLINED JOB signed off by Manager (Process Check: Manager sign off on declined work, Weekly RO Audit Results, Min 10 RO's Daily logged into RO Audit Tool, Weekly review with General Manager)

Active Delivery - Survey Awareness

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- **Review MPI With your customer** – FIRST what is good and then what needs attention and when
- **Enter Declined & Condition Codes** - Record the Condition for Tires, Brakes and Batteries on the RO EVERYTIME. Record DECLINED or Postponed work.
- **Review the Survey with ALL Customers** – Emphasize you want to ensure they are COMPLETELY SATISFIED. Emphasize that what you need from it is COMPLETELY SATISFIED ON EACH QUESTION or YOU get a ZERO! Make it a personal plea to the customer.
- **Set Next Appointment REMINDER** - Get customers buy in on the next appointment time & date and set it in the DMS – Give them your card with the appointment date and assure them someone will follow up to confirm & reschedule if needed– and – To call you if they get to that mileage sooner -

(Process Check: Observation + Decline / Condition OP Code penetration metrics/ DMS System)

Advisor Commitment: _____ **Date** _____

Manager Counseling: _____ **Date** _____