

PARTS...

The first thing to improving
your phone skills is knowing
you might have a problem



Avoiding extinction...

Is a full time job that requires evolving... that's not too difficult if you want to survive in this competitive business



Experts say

Blah Blah
Blah...



Automotive Parts Counter - Essential Duties

Assists all customers (retail and shop) in selecting required parts in a friendly, professional and efficient manner.

Informs customers of companion part requirements and specials and ensures that the customer is exposed to the full product line.

Answers phone calls, providing price quotes and other information.

Reviews body shop estimates to be sure the parts that are ordered are correct and all pricing is in line with the estimate.

Provides high level of service to internal and external customers.

Pulls and fills orders from stock.

Notifies parts manager of out-of-stock parts or shop materials that need immediate attention.

Locates out-of-stock parts from outside source and submits an emergency order, if necessary.

Notifies the service advisor and the customer when special ordered parts have been received.

Notifies the body shop when all parts have arrived and when they will be delivered.

Pulls orders for delivery to body shop, making sure all parts are tagged with customer names and job number.

Follows up on back-ordered parts.

Verifies will-call and back-order files weekly and returns to vendors, or stocks those items not picked up or required.

Assists outside sales representatives with their orders.

Makes sure all internal requests for parts are billed on service repair order.

Receives payment from retail customers or obtains credit authorization.

Ensures that all charge sales are signed by the customer.

Ensures that all customers receive their copy of the invoice.

Issues credit for parts returned, ensuring that the original invoice, or its number, is available so that purchase and pricing can be verified.

Issues and tracks requested shop tools to technicians, Keeps orderly records of all repair orders, invoices, insurance estimates and special-order parts.

Sets up orders for daily shipment, delivery or pick-up, Solicits assigned accounts by phone, Keeps front and rear counter areas clean and uncluttered.

Cleans computer terminals and printers daily, Participates in all training programs that are made available.

Keeps current on new products and product updates, Participates with the parts manager in maintaining a lost sales tracking program.

Maintains professional appearance, Other tasks as assigned including being voluntold.

But we can tell
you with these 3
easy steps, you'll
be the *Partszilla*
you were meant
to be 

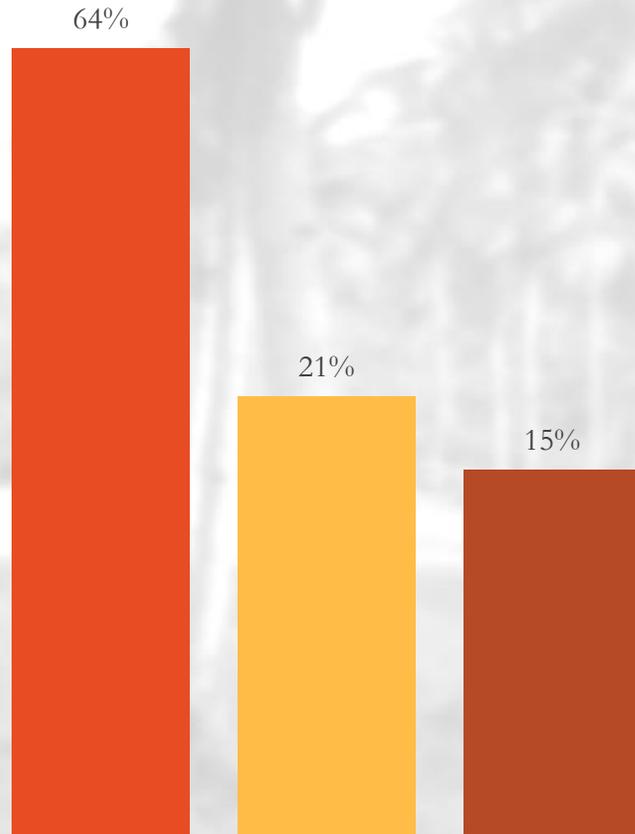


1
First
Impressions

2
Discovery
with Fun

3
Sales Skills
with the
Close

Data / Observations to avoid ELE



1. The first 20 seconds on the phone decides the relationship you will have with the customer. 64% of the calls advance to the next stage, the Discovery Stage.
2. In the Discovery Stage, fact finding and clarifying the customers needs to address the problem largely ends here. Sales skills and transition statements are needed to advances the 85% of the customer base to the next stage, the Drive.
3. In the Drive, our focus is closing the sale with installation. Our goal is to get the customer here, the last 15% and with a schedule making Service Advisor for the upselling opportunity.

K.I.\$.\$ at its best...

Our Meet and Greet process is a smile through the phone. Our Team is trained to provide a warm and sincere greeting with every call with the following word tracks,

* Thank you for calling Grand Theft Chevrolet, Tallahassee's #1 parts source since 1982. This is _____ how may I help you?

By every phone is a small checklist with a yellow smile sticker that our counter person has to follow with 3 SIMPLE STEPS. Our conversations are organic in nature and the flow is based on the customers tone, origin (customer, wholesale, dealer & manufacture) and request.

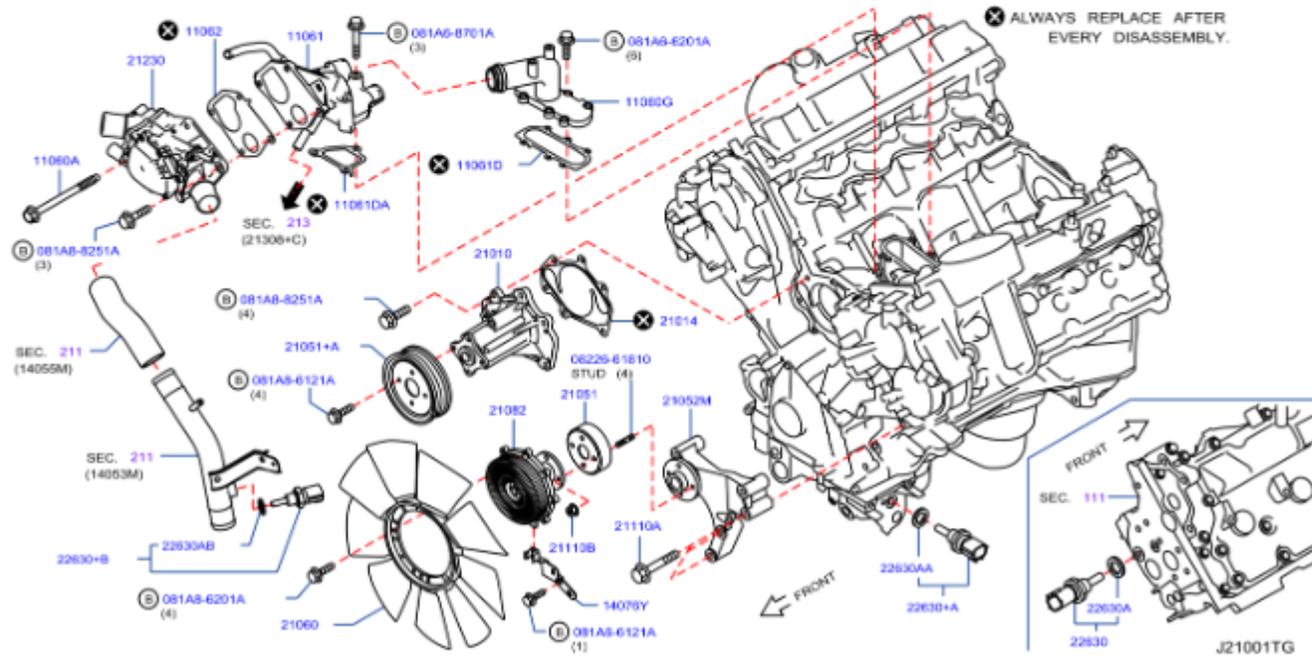
1. After our greeting, we're actively listening for a name and seeing if it matches our caller ID. The conversation is continued using the customers NAME as we establish rapport.
2. We then continue to actively listen while the customer explains the request. This is another opportunity to continue building rapport and collect additional information to move forward or forward the call to the appropriate party. Our goal is to be accurate with the customers request and apply forward thinking on the vehicles needs. Once we hear the part(s) requested, we ask for the last 8 of the VIN to verify part compatibility and check for an open recall. With an open recall, we'll create a sense of urgency to have the vehicle brought in.
3. On confirmation of the parts availability, we then direct them 1 of 2 ways. If the car is local, we do a service T.O. to schedule the recall and the parts pick up. They will set the appointment and discuss the install upsell with warranty benefits explained in detail. If the vehicle is out of town, we stay on the phone and send a link to our webpage with the actual parts requested in the link. We wait for them to open the page and discuss additional items they might need as common replacement items with that part.

https://parts.mikesmithnissan.com/a/Nissan_2018_Armada-PLATINUM-3ROW-56L-V8-AT-2WD/_51496_10690834/WATER-PUMP--COOLING-FAN--THERMOSTAT/Y62_US_210A.html

VK56VD<201606 - 202011>

VK56VD<202011 - 202209>

VK56VD<202209 ->



[View more images](#)

#	Product Name	Price	Part Number	Qty.
 11060A	Engine Coolant Outlet Housing Bolt 2017 - 2021 - VK56VD	\$ 8.89 \$13.07 MSRP	13075-4W00E	1



Conclusions



A Ritz Carlton Mindset will get you Ritz Carlton Experience

The Greeting
needs to be
Warm &
Sincere

Be Customer
Centric in
Discovery

Anticipation
& Fulfillment.

Central Team

- John Frazier
- Bryan Hall
- Amer Huisseini
- Wiley Jackson
- Matt Kelleher
- James Seale