



**** iService: 100% of recommendations heard 100% of the time ****

Example Wordtrack for Techs

Start out with an introduction: **Good Morning /Afternoon/Evening. My name is (your name) and I am the (please use your title ie: Master or Certified) Technician assigned to work on your car today. I completed the complementary multi-point inspection for you.**

Begin by complimenting the things about their car that are nice. Use phrases like great, excellent, and fantastic. If the tires have a good amount of tread left then say, **"Your tires are in fantastic condition!"**

Now explain what you found, why you recommend the repair, and what could happen if the recommended repairs are not carried out. Imagine the customer is there next to you. Point to exactly what you are referring to in order to show while you tell them.

Remember to keep it simple. For example, if pointing to a cv Boot, tell them **it is this rubber housing you see here**. Then explain briefly in normal people's terms what it does and the problem you are seeing.

Keep abbreviations to a minimum. For example, most customers do not know what a TPMS is but they do understand the term **Tire Pressure Monitoring System**. A Diag doesn't mean anything to them but a **full Diagnostic** gets the point across.

Show as much as you can by using your tools. If you perform a battery test and it is low, show the print out and explain the reading. Show low tire tread using a tire gauge. Show the brake gauge while explaining how many millimeters are left. State what the measurements are when the parts are new and at what measurement they need to be replaced.

When all the recommendations have been shown please end the recording by saying: **Those are my recommendations. Your service advisor will provide information on parts, availability, and pricing. Thank you for choosing (dealership name) and we look forward to seeing you again. Have a nice day.**