



**** iService: best tool in your toolbox;
customers hear exactly what you are recommending and why ****

Simple Tips for Techs

When describing a repair you are recommending be definitive. Let the customers know what is **right** with their car first before going into what is wrong. Customers love to hear what they are doing right before hearing about issues.

Examples:

1. If a part is not performing the job it was designed for, it simply has **failed**. This is how it should be described in your video report.
Examples of common failures are:
 - a. A gasket or seal that is leaking. State that the gasket or seal has **FAILED**.
 - b. A CV or other boot is torn. State that the cv or other boot has **FAILED**.
2. Brake pads have a range. Simply show the wear indicator measurement and state what they are reading at.
 - a. If they are new, indicate they are **IN GREAT CONDITION**.
 - b. If they are still usable (depending on the life), state they **WILL NEED TO BE CHANGED NEXT/ANOTHER TIME**.
 - c. If they are at or below 3mm, state they **NEED TO BE REPLACED**.

Remember, service intervals these days can be 10,000+ miles. If any of the above items will not last to the next service, let the customer know.

3. When describing recommendations such as filters and fluid flushes, show the difference between what theirs looks like and what new looks like. For liquids, clear/clean containers help show that difference.
 - a. If recommending a trans flush, collect a sample of the fluid from their transmission in a white paper coffee cup and compare it side by side with new fluid in another white paper coffee cup.
 - b. When recommending filters show a clean one compared to their dirty filter and use the word **CONTAMINATED**. Explain what the filter is designed to do.



For example if it is a cabin air filter, explain that this is the air they breathe. Or a dirty engine filter reduces performance and increases gas consumption.

4. When recommending suspension components such as ball joints, sway bar links, etc. please explain what these parts do. Most customers have heard of these parts but do not fully understand the function. For example, let them know that struts keep their tires in constant contact with the road and if they are leaking, their tires will constantly bounce off the road and lose contact. When this happens their suspension is **COMPROMISED**

Be authentic. Don't be a salesperson. Briefly state how a part works and **why** you are making a particular recommendation. People prefer to make informed decisions when they have more information. Remember that you **do care** for all your customers and their vehicle safety.