



203

**ADVANCED DRIVEWAY  
SALES ADDITIONAL  
SERVICES**

**STEVE SHAW UNIVERSITY**



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# DRIVEWAY OBJECTIONS

1.

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2.

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3.

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8.

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9.

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10.

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# SALES

**SELLING** \_\_\_\_\_

**VS.**

**BUYING** \_\_\_\_\_

**WHICH IS BETTER?**

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# BUYING MOTIVES

\_\_\_\_\_ OF \_\_\_\_\_

\_\_\_\_\_ %

\_\_\_\_\_ 4 \_\_\_\_\_

**N + V = S**



# VALUE PROPOSITION

**VALUE MUST OVERCOME COST**

**VALUE =** \_\_\_\_\_

**VALUE =** \_\_\_\_\_



\_\_\_\_\_ **+ NEED = SALE**



# RECOMMEND

## WHAT HAPPENS WHEN YOU RECOMMEND SOMETHING?

**KEEP**

**OR**

**DELETE**

**THE FACTS ARE, THERE ARE ITEMS THAT REQUIRE ATTENTION.  
WHICH APPROACH CONVEYS THE IMPORTANCE OF THE REPAIR?**

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# MAINTENANCE IN DRIVE

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# MAINTENANCE IN DRIVE

1.

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2. ADDITIONAL SERVICES

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A.

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B.

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3.

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# ADDITIONAL SERVICES

1.

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2.

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3.

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5.

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6.

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10.

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# MIN REQ (MINOR)

**5 LOF ROT +**

**FRIES**

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**10 LOF ROT +**

**FRIES**

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**20 LOF ROT +**

**FRIES**

---

**25 LOF ROT +**

**FRIES**

---

**35 LOF ROT +**

**FRIES**

---

**40 LOF ROT +**

**FRIES**

---

**50 LOF ROT +**

**FRIES**

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**55 LOF ROT +**

**FRIES**

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**65 LOF ROT +**

**FRIES**

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**70 LOF ROT +**

**FRIES**

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**80 LOF ROT +**

**FRIES**

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**85 LOF ROT +**

**FRIES**

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**+**

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# MIN REQ (INTERMEDIATE)

## ADDITIONAL

**15** LOF ROT  
AIR & CABIN +

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**45** LOF ROT  
AIR & CABIN +

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**75** LOF ROT  
AIR & CABIN +

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## FRIES

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# MIN REQ (MAJOR)

## ADDITIONAL SERVICES

**30** LOF ROT  
AIR & CABIN +

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**60** LOF ROT  
AIR & CABIN +

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**90** LOF ROT  
AIR & CABIN +

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## FRIES

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# CONTACT

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