Service Advisor WalkAround Training

With
Tyler Robbins
President of Automotive Training International

Moderated by
Michael Bowers
Editorial Director, DealersEdge

Presented by DealersEdge
Tyler Robbins
President, Automotive Training International

Based in Canada, Tyler is a charismatic speaker with the proficiency to interface with North America’s top Manufacturer Executives, Retail Dealers and Dealership staff from General Managers to Lot Attendants with the utmost respect.

With a 20+ year Automotive career thus far, Tyler served as Dealer Principal of a high volume Import Dealership, and in domestic dealerships throughout his career served in the capacities of; General Sales Manager, Fixed Operations Director, Service Manager, Sales Manager, Body Shop Manager, Service Advisor, Appointment Coordinator, Sales & Leasing Consultant and Fleet Manager.

Over the past 5 years, as a Professional Facilitator, Consultant & Trainer, Tyler has delivered both, formal workshops and in-dealer Implementation & Training for numerous Manufacturers and a number of North America’s largest Dealer Groups and Dealers. He has also been a special guest motivational teacher/speaker at Manufacturer Conventions & National Meetings.

Although his knowledge is vast, his specialty is Fixed Operations; specifically, Service Management Development, Accessory Advantage, service financial analysis and dispatching methods. He is often quoted in Auto Industry Publications, writes a monthly article for Fixed Ops Magazine and is a regular contributor to several other Industry publications.

As President of Automotive Training International, ATi has grown significantly and Tyler has become one of the most sought after Automotive Facilitators in North America, for both speaking engagements and In-dealership Consultations and Training.
Service WalkArounds
THE SERVICE WALKAROUND

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WHY SERVICE WALKAROUNDS

➢ Customer Satisfaction

➢ Increased Sales

➢ Increased Retention
SERVICE WALKAROUNDS HOW-TO

1. Greet Customer at Vehicle

2. Verify Appointment and acknowledge timeliness

3. Verify Primary Concern & Customer Contact Information utilizing Pre-RO

4. Determine if any additional concerns have surfaced since making the appointment

5. Invite Customer into the Drive (out of their vehicle)

6. Gain permission from Customer to get in their vehicle to obtain mileage

7. While in vehicle:

   ➢ Verbally announce the mileage to the Customer
   ➢ Release the hood
   ➢ Cut the wheels to the right
   ➢ Visually check for anything to identify for the Customer

8. Upon exiting the vehicle:

   Provide customer with a copy of the maintenance menu, opening to and identifying the appropriate mileage interval, due at this time
9. Briefly overview the ‘Walk-Around’ procedure to the customer, inviting them to participate with you

10. Starting at the left front wheel, walking around the vehicle, with the customer, check each tire as well as the vehicle in general for any obvious concerns that should be addressed, ending at the hood. (Note: This is NOT to be a ‘Damage Control’ Walk-Around)

11. While under the hood:

- Present customer with Complimentary Inspection Sheet
- Present any specials/features/accessory promotional items
- Identify any under-hood obvious concerns and ask for the sale
- Any identified concerns from the walk-around – ask for the sale
- Ask for the sale of the recommended maintenance

12. Overview Repair Order from scratch for verification of all concerns, both those from the appointment and those added operations from the walk-around.

13. Determine status update timing, estimated completion time and alternative transportation requirements

14. Escort the Customer to the waiting lounge/loaner vehicle/etc, assisting the Customer with the transfer of any items from one vehicle to the other
SERVICE WALKAROUNDS
Walk-Around Tools

The following items, at a minimum, are to be assembled together in a Pre-Service Package.

This Pre-Service Package is utilized by the Service Consultant during the Write Up/Reception Process.

1. Pre-Written Repair Order (Pre-RO)
2. Vehicle History
3. Manufacturer Warranty/Recall Printout
4. Service Maintenance Menu
5. Complimentary Inspection
6. Special Order Parts Order Slip/Receipt
7. Service Consultant Business Card

OTHER Pre-Service Package Options

- Accessory Brochure/Menu
- Service Special(s)
- Extended Service Contract Brochures
- New/Used Vehicle Flyers
- Detailing Brochure/Menu
- Service Consultant/Technician Biographies
- Informational Handouts
  - What to do in the event of an accident
  - What your Check Engine Light really means
  - The importance of Wheel Alignments
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SERVICE WALKAROUNDS
WHEN TO IMPLEMENT

➢ Once you’ve established Service-By-Appointment as the primary process within your Service Operation.

➢ Once you’ve established how you will handle the Non-Appointment Customers at Service arrival

➢ Once you are prepared to honour the Appointment/Reservation process, and not simply handle Customers in the order in which they arrive

➢ Once you’ve worked through the required contents within your Pre-Service Package