

# The Consultative Selling Approach

## LEGITIMATE REPAIR OPPORTUNITIES

Collision repair shops sometimes offer additional services to their customers who may be unaware of items that need attention. While it is your responsibility to point out legitimate issues, the way you do so makes all the difference in the world. The key for offering additional services is to focus on helping your customer maintain the health and appearance of their Toyota by using a collaborative, consultative style.

### USE TECHNOLOGY TO LEND A HELPING HAND

When you offer to help your customer, you establish your competence. Tools like Toyota Techstream lend credibility to the advice you are giving and build your customer's confidence in you. Use the Techstream scan tool to produce an instant pre-repair vehicle "Health Check," which will give you reliable information to share on diagnostic trouble codes (DTCs) that should be addressed while the vehicle is in your care.

Mike Anderson, CEO of Collision Advice, offers practical advice on how to effectively share pre-repair scan data to partner with your customer in making sound repair and maintenance decisions. "The way that you present the information from the report is critical," explains Anderson. "Here's an example: depending upon climate, about 20% of the vehicles that come into the repair shop are on the verge of needing a new battery. The Techstream pre-scan checks the voltage state of the vehicle's battery. If it looks like the vehicle will need a new battery soon, don't sell: offer help!"

Anderson advises that your conversation with the customer should go something like this:

"At our shop, we use Toyota's Techstream to scan the health of each Toyota before starting a repair. This helps us identify how the collision may have impacted the vehicle's electric components. Your vehicle health check shows that you will need a new battery soon. You don't have

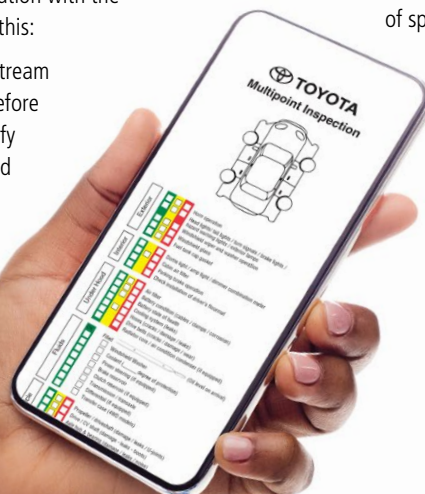
to do it right away. But, if you choose to replace the battery today, you'll have labor savings because we need to remove the battery to repair the collision damage anyway."

Then, offer to email a PDF of the Techstream report. The result? You have demonstrated to the customer that their vehicle's health is your priority. You have reassured them that you have the right expertise to take care of their vehicle. And you have helped the customer by offering a way to save some time and money!

### PUT YOURSELF IN YOUR CUSTOMER'S SHOES

When recommending additional collision repairs, it is important to consider the impression you are making on the customer. People hate to be sold, but they love to buy! Put the offer in the context of helping the customer make an informed buying decision, and this will make their buying experience more enjoyable.

According to Ryan Taylor, CEO of Bodyshop Booster customers are more afraid of making a wrong decision than they are of spending money. "The idea of 'scarcity' can help the customer make the right decision. If consumers feel that there is a short period of time to take care of a special one-time offer, they will make their decision," said Taylor. "And don't forget to ask the customer if they want to schedule the job. Otherwise, they think you don't want their business!"



**“The idea of ‘scarcity’ can help the customer make the right decision. If consumers feel that there is a short period of time to take care of a special one-time offer, they will make their decision, and don’t forget to ask the customer if they want to schedule the job. Otherwise, they think you don’t want their business!”**

**—Ryan Taylor, CEO of Bodyshop Booster**

### **USE CHECKLISTS TO IDENTIFY NECESSARY REPAIRS & ADDED VALUE SERVICES**

When your customers take delivery of their vehicles after repairs are complete, they expect them to be in perfect operating order. If they find an issue, they can lose faith in both your facility and the vehicle itself.

The *Collision Pros* article [Checks & Balances—Ensure Customer Safety](#) is a great resource on how to use pre- and post-repair checklists to manage repair details and help keep customers satisfied and safe. These processes provide an excellent way to identify necessary repairs and maintenance opportunities.

It is in the shop’s best interest to make the customer aware of repair or maintenance needs in order to keep the vehicle in proper running condition and keep the customer happy. Your shop can use a check list process to point out other areas of the vehicle that could be repaired or painted, outside the insured damaged area, to make the overall vehicle look new again.

### **CONSULTATIVE SELLING**

Consultative selling prioritizes relationships and opens dialogue to serve your customer’s needs. Remember to focus on the customer. After all, you are the expert. By alerting the customer to additional enhancements or possible issues, you are building their confidence in you, your shop and their Toyota.

*Stay tuned for our next issue of *Collision Pros* where we will share consultative selling techniques for service repair shops. 📖*