POWERFUL SOLUTIONS

For maximum F&I profitability

Deductive Reasoning Related to Faces, Accountants, and Microscopic Soldering Joints

We are all aware that if we fail to communicate effectively with our Guests, they will leave under-protected! We will have, therefore, let them down. We know this because we are also aware that our HAPPIEST Guests are those who pay NOTHING for ALL covered repairs, PARTS AND LABOR, less their deductible!!! So let's employ a little deductive reasoning to help "UP" our communication level…

Anything that enhances our relatability quotient with our Guests will certainly help convey our message more clearly.

As usual, there is something going on within our stores that we literally witness every day but may not be paying it the attention it deserves. Those of us who served our time in the retail automotive spectrum as Salespeople are acutely aware of this. The faces of the folks in the Service waiting area can tell us a LOT about the day they are having. Why is this important? It's important because simply referring to what is happening out there may lend a little substantiation to our message. It will go something like this…

"Mary, Mike… confidence is HIGH that if the three of us jumped up and took a walk through the Guest waiting area for the Service Department, we would each notice something. As we walk through, we will quickly scan the faces of those sitting there. With a HIGH degree of accuracy all three of us would probably be able to determine which of our Guests sitting there has just gotten some pretty awful news! We will probably also notice which of our Guests have just gotten the TERRIFIC news, paired with the awful news, that SOMEONE ELSE will be paying the bill!"

Let's ask our colleagues in Sales… if they know their Guests Mary and Mike left well and fully protected, are they going to scrutinize the looks on their Guest's faces as carefully… before approaching them in the Service waiting area? Let's ask our colleagues in Sales… which of their Guests would they expect a higher likelihood to see again, next time, for future transportation needs… those who had a TERRIFIC ownership experience, or those who had to reach for their wallet every time their vehicle needed attention??



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We may also share something like this with our Guests…

"Mary, Mike… as with ALL Manufacturers, when _____ ," (insert Factory name here) "made all, or at least most of the parts that went into their vehicles, they could much more closely control the related quality. Now, if they currently employ 100,000 or more people globally, it's probably not a stretch they may have approximately 500 Accountants on their team. Accountants keep an eye on the money. Every day these Accountants go to work making decisions related to watching and/or cutting costs and expenses. NOW, however, with the way the business has evolved, the Factory may be utilizing 1000 OR MORE Tier One Suppliers who supply parts directly to the factory! These Suppliers are often the lowest, cheapest bidder!! The Factory can't control the quality of these parts the same as if they were made in-house. Now, let's also suppose that, because each of these 1000 or more individual Suppliers is probably smaller than the Factory, the Suppliers might have an average of approximately 50 Accountants on staff. As you can see how the math has progressed geometrically, there may NOW be 50,500 individual Accountants making decisions, every day they go to work, regarding cutting costs and expenses… versus the original maybe 500!!!"

Or perhaps we may reach for our phone, and talk-to-text an AI search… "How many microscopic soldering joints are in a modern vehicle?" The search result will materialize on the screen within a second or two… "A modern vehicle contains hundreds of thousands to several million microscopic solder joints hidden within its numerous electronic control units (ECUs) and printed circuit boards (PCBs)." We now show our Guests the answer, not according to us, but according to AI… and AI seems to know a lot about a lot!

What else might we share with our Guests to help them formulate a more well-informed decision?

Think about it.

Good luck and good selling!

