

FROM THE PHONE TO THE FORECOURT

VIDEO TRAINING WORKSHOP



TYREPOWER WORKBOOK 1 by Dave Staughton

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TYREPOWER PHONE SALES VIDEO – NUMBER 1 IN THE SERIES OF 3

INTRODUCTION & PURPOSE

The purpose of this training is to

- improve your phone skills and abilities – find out about 'best practices'
- increase your conversion rate from callers to sales
- improve the quality of your phone conversation – with better questions
- increase store sales and customer visitation



WHAT WOULD YOU LIKE TO LEARN - WHAT ARE YOUR OUTCOMES FOR THIS MODULE?

TOP TELEPHONE TECHNIQUES

USING THE PHONE TO MAKE MORE MONEY



ENQUIRY CALLS COST MONEY – WE NEED TO CONVERT MORE CALLERS TO CUSTOMERS!

- It costs \$100 to \$200 spend on marketing just to get the phone to ring with a first time enquiry
- We must increase our “conversion rate” from callers into customers e.g. how many paying customers do you get from 100 enquiry calls? – how many callers get onto the forecourt and convert into a sale?



WHAT DO YOU THINK YOUR CURRENT “CALLER TO CUSTOMER” CONVERSION RATE IS?

PHONE SELLING TIPS

- Build more rapport and relationships with your customers – especially over the phone
- Ask more effective questions - whoever asks the questions controls the conversation
- Asking more questions leads to more walkins and making more sales
- We **MUST** invite customers to visit us / get them onto the forecourt / Get an appointment (Close the sale)
- Beyond talking about price and product we must tell them the **VALUE** that we offer
- Always follow a sales process – avoid just writing a basic entry in the diary (name/vehicle/tyre wanted)
- Always get their details – name, mobile, email and follow up
- Remember - Asking better questions is the key to success



HOW COULD YOU IMPROVE YOUR PHONE SALES?



THE BRIDGE TO SALES OVER THE PHONE

- Acknowledgement – Smile!
- Building Rapport – learn about your caller
- Sell – Recommend Options
- Close the Call – Ask for the Sale / invite them in

STEVE LANGE'S (NZ TONY'S TYRES) BEST PHONE TIPS & QUESTIONS

1. Give a Name, Get a Name & Phone Number
2. ASK "Have you shopped with us before?"
If Yes – great (then look them up) or No – "Great, Welcome!"
3. ASK "Have you had any other quotes?"

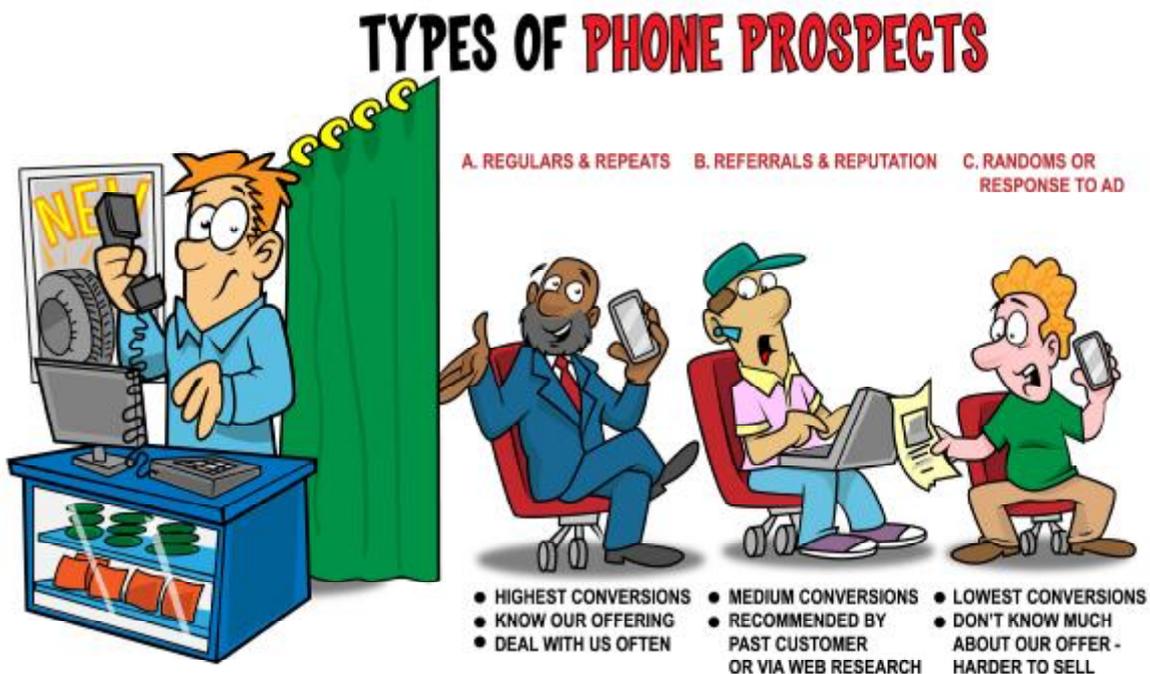
DIFFERENT TYPES OF PROSPECT CALLERS



There are three types of prospect callers. Some callers are easier to convert than others. Some are shopping around and are harder to convince and require a lot more effort. Older established stores have lots more repeat and regular customers making for easier sales and higher conversion rates from phone enquiry to sale.

1. Repeats & Regulars – Your best customers make great prospects for more sales. Highest Conversion Rate.
2. Referrals & Reputation – Prospects that have been referred or heard about you from someone they trust make very good prospects. Good Conversion rate.
3. Randoms & Response to Ads – Prospects that found you online, via Google Adwords or were driving by. You have to build more rapport and trust with these prospects as they don't know you. Lowest Conversion rate = "tyrekickers" or "price shoppers".

WHAT SORT OF CALLERS DO YOU MOSTLY GET?



BUILDING RAPPORT & RELATIONSHIP

- Have a positive mindset - SMILE on the Phone – they can hear it in your voice
- Always find out and use their NAME during the call
- Avoid being critical, condemning or complaining
- Avoid bagging the competition or swearing etc
- Use a pleasant or friendly tone of voice
- Ask questions to build a rapid relationship
 - *How did you find out about us? (Source of enquiry)*
 - *Where are you calling from? (their location)*
 - *Comment about the weather – beautiful day isn't it? Gee it must be cold?*
- Congratulate customers on any successes or achievements
- Show you care and empathise with them if something has gone wrong



HOW COULD YOU BUILD A BETTER RELATIONSHIP OVER THE PHONE?

ANSWERING THE PHONE – THE GREETING

- *GM/GA Welcome to TP (location) This is Dave*
- *Thanks for calling TP (location) This is Dave*
- *Thanks for calling TP (location) This is Dave*
- Use a vocal upswing at the end of the sentence (always finish with a smile)
- Avoid using the word “speaking” e.g. “*Dave speaking*”
- No need to say “How may I help you?” – just finish with your name.
- Be “Smiley” – avoid being busy or cranky



WHAT WORDS COULD YOU USE TO ANSWER THE PHONE? (STANDARD OPENING)

FRANK'S CALL TIPS



- Answer the call within 2 to 5 rings
- Be confident on the phone
- Use phone scripts – mounted on the wall near the phone
- Get callers onto the forecourt
- Give callers a reason visit you –
 - *"It's just a quick trip down the street"*
 - *"Bring it in for a visual check"*

WHAT REASONS DO YOU HAVE TO ENCOURAGE CALLERS TO COME AND VISIT YOU?

FRANK'S CALL TIPS:



TURNING ENQUIRIES INTO SALES

- It's just like fishing – you have to reel in the fish. We need to convert your 100 callers into lots of sales.
- How much does each caller/customer spend at your store? What's your Average Dollar Sale? – How much is your average sale worth?
- What else could we sell them to increase the Average Dollar Sale?

WHAT IS THE AVERAGE DOLLAR SALE AT YOUR STORE? (The VALUE OF A TYPICAL SALE)

WHAT ELSE COULD WE OFFER THEM?

ADOPT A GREAT ATTITUDE TO SALES

- Be friendly, smiley and knowledgeable
- Make sure the person at the front counter is female-friendly to attract more women customers
- Be POSITIVE - don't be a misery guts!
- Do not put a "festering pus bag of unhappiness" at the front counter
- Avoid any attitude that drive customers away. Phone your competitors and have a better phone manner than them.



HOW CAN WE MAKE SURE THAT EVERY CALLER GETS A GREAT PHONE ATTITUDE?



BUILDING RAPPORT OVER THE PHONE

- Repeat back what they said
- Always be positive and interested in the call
- People like people who are like themselves
- Match their speed of speaking – Are they fast or slow?
- Match their style of speaking – Are they direct (oriented) or chatty (laid back)?
- Vary your style to appeal to more prospects – slower, faster, direct or chatty.



HOW CAN YOU BUILD MORE RAPPORT WITH CALLERS?

MANAGE YOUR MOOD OVER THE PHONE

- Your voice and phone manner are critical to converting more calls.
- Avoid being bored or cranky on the phone
- Avoid sounding frantic or Busy (Offer to get their number and call them back)
- Calls are vitally important – get those sales by spending more time on the call. “Catch more fish!”
- Remember: where your attention goes – money flows.



HOW DO YOU MANAGE CALLS WHEN YOU ARE BUSY?



IMPROVING YOUR CONVERSION RATE

- Could you increase your caller to sales rate from 30% to 70%+?
- Use an A4 enquiry sheet (with questions to ask) for every new caller (available from Tyrepower Offices and the Dashboard)
- Follow up the enquiry sheets ASAP.



COULD YOU IMPROVE YOUR USE OF ENQUIRY SHEETS & GET A HIGHER CALL CONVERSION RATE?

WHAT TO TALK ABOUT OVER THE PHONE

- Talk less about products & price (Avoid just giving a price for a tyre)
- Ask more questions to build a relationship and trust
- Ask effective diagnostic questions to move the conversation to the real problem & their desired purpose
- Move the prospect to the next step in the sales process – forecourt visit and purchase



COULD YOU ASK MORE QUESTIONS OVER THE PHONE (USE A PHONE SCRIPT)?

AVOID MOTOR MOUTH SYNDROME : DON'T RATTLE ON AND ON



Ask more questions & listen to customers – less telling them all you know about tyres

ASKING EFFECTIVE QUESTIONS TO GET THEM ONTO THE FORECOURT

- You can either have a short conversation or a longer more detailed conversation. At some point you need to know when you have built enough trust to get them to visit (the turn).
- It is better to ask lots more diagnostic questions that discover VALUE and BUILD TRUST
- Sell yourself, your store and your offer – explain why they should choose us?
- Demonstrate your specific product knowledge
- Always get their Name & Mobile to call them back and follow up
- Aim to get their Email address (to send some info/invoice/quote) for following up



HOW CAN YOU COLLECT NAME, MOBILE & EMAIL ADDRESS FROM MORE CALLERS?

BEST QUESTIONS TO ASK CUSTOMERS

Asking questions (using a phone script) is the best way to increase sales and conversions.

Here are some of the BEST QUESTIONS....

- *“Thanks for calling (store) – This is (name)”*
- *Get their name - Could I just ask who I am speaking with?*
- *Could I just get your mobile in case we are cut off?*
- *May I ask how you found out about us? (Have we looked after you before?)*
- *What type of vehicle do you have?*
- *Are you the usual driver? Is it your vehicle?*
- *What type of driving do you do? (Offroad, around town)*
- *What particularly are you looking for? - Find out about the number of Tyres & Specifications they want*
- *Do you have any brand preferences? Any brands in mind?*
- *“We have a range of tyres to suit the vehicle starting from \$X, the best thing would be to bring your car in”*
- *What’s really important to you in a tyre? (Safety, Performance, Appearance etc)*
- *Have you been looking around much?*
- *What we do differently here is...*
- *How soon do you need them?*
- *Invite them to visit us (get an appointment and onto the forecourt)*
- *Would today or tomorrow morning suit you better to come in and see us (offer booking)*
- *If you give me your email address I can send you some useful information...*
- *Do you know where we are located? (confirm address)*
- *Where are you driving from? (give directions)*
- *Ask for me – (name) when you come in.... and thanks for calling (Store name)*



Build a Script with your favourite questions – Ask better questions get better results

WHAT ARE YOUR FAVOURITE QUESTIONS TO USE ON THE PHONE?

ALWAYS FOLLOW UP YOUR ENQUIRIES

- Make sure the name and mobile is collected every time.
- ALWAYS ring them back within 24 hours
- Get into the habit of following up.
- You could also send an SMS reminder or an email
- The more you follow up the more sales you make.



HOW DO YOU FOLLOW UP YOUR ENQUIRIES?

PUTTING CALLERS ON HOLD

- One of the things that really upsets people is being put on hold and forgotten about
- Always ask for permission before putting people on hold - *"Do you mind if I put you on hold while I "* or *"Would you mind holding?"*
- Always make your request with a reason. A request with a reason gets a result.
- *"Would it be OK if put you on hold while I check availability"*
- Be polite and ask their permission



HOW DO YOU PUT CALLERS ON HOLD?

CLOSING TO AN APPOINTMENT – MAKE AN OFFER TO VISIT US!

Get them onto the forecourt!

Always ASK for the business (Close) – Know the reasons why people would come to visit you.

- *Would you like to see that tyre?*
- *Would you like to see a range of tyres on display?*
- *We can show you a range of options*
- *We can check out your car and find the problem*
- *Bring it in and we can do a visual check of the mechanical problem*
- Give them a reason to come down – shopping, loaner car, coffee, café
- Be ethical – What we promise we deliver (you must have the tyre if you tell them it's in stock)
- Give the directions / the driving route to get here
 - *"Do you know where we are located"*
 - *"Do you know how to get here?"*
 - *"Where are you coming from?"* – give directions



HOW DO YOU GET MORE ENQUIRY CALLERS TO VISIT (MAKE AN APPOINTMENT)?

PAUL'S PHONE TIPS

- Smile
- Use a pleasant tone of voice
- Give a greeting – *"Thanks for calling TP Werribee – This is Paul."*
- Have they shopped with us before?
- Are they a trade or retail customer?
- BEST QUESTION TO ASK –
"May I have the Sale??"



AVOID THE 7 DEADLY PHONE SINS

1. They didn't get the customer information –
 - Didn't get their NAME and use it in conversation (Maaaaate!)
 - Didn't get their MOBILE – can't call them back
 - Didn't get their EMAIL address – can't send a followup enewsletter or info
2. They have Poor Attitude / Bad Ethics
 - Offering and selling cheap tyres first (not premium)
 - An order taker / not a sales maker
 - Argumentative / cranky / promises and doesn't deliver
 - Bags other tyre suppliers
3. Poor Product Knowledge
 - Doesn't know the reasons WHY a customer should buy that tyre (Value proposition)
 - Doesn't know the FAQs – frequently asked questions
 - Doesn't know the best answer to the FADQs – frequently asked difficult questions (Objections)
 - Doesn't know the tyre brands and tyre competition
4. Not paying enough attention to the caller
 - Busy doing something else – distracted
 - Puts callers on hold and forgets
 - Phone is not answered promptly – rings out
5. Not being friendly and positive
 - Are bland or boring
 - Are critical, cranky or complaining
6. They never close or make an offer
 - Doesn't make an invitation to visit us (get them on forecourt)
 - Doesn't overcome their objections – gives up (cheaper elsewhere)
7. No effort!
 - Wants to get off the phone quickly – the call is an interruption
 - Can't be bothered asking diagnostic questions
 - Doesn't bother to tell them directions



HOW CAN YOU & YOUR TEAM AVOID THE 7 DEADLY PHONE SINS?

AVOID THE 7 DEADLY PHONE SINS



1. THEY DIDN'T GET THE CUSTOMER INFORMATION



2. THEY HAVE POOR ATTITUDES/ETHICS



3. POOR PRODUCT KNOWLEDGE



4. NOT PAYING ENOUGH ATTENTION TO THE CALLER



5. NOT BEING FRIENDLY AND POSITIVE



6. THEY NEVER CLOSE OR MAKE AN OFFER



7. NO EFFORT!

BEST PHONE CALL PRACTICES TO LOOK FOR

- ü A great greeting
- ü A positive attitude
- ü Asking effective questions
- ü Acknowledgement / listening to customer
- ü Repeating back what callers want
- ü Product knowledge – know their tyres
- ü Using value proposition
- ü Telling them what we can do for them – inclusions in price (disposal?)
- ü Upsell / addon sell – extras available!
- ü Offer to visit store or make an Appointment
- ü Final farewell



PLEASE LISTEN TO EACH OF THESE PHONE ROLEPLAYS & MAKE NOTES ABOUT WHAT THEY DID WELL & WHAT CAN BE IMPROVED.

What they did well?	What could be improved
ERIC'S TYREPOWER	
LONG JOHN'S TYREPOWER	
NO IDEA TYREPOWER	
ROYAL TYREPOWER	
SOUTH OF THE BORDER TYREPOWER	
CAMELOT TYREPOWER	
HAPPY'S TYREPOWER	
STANLEY'S TYREPOWER	

LISTEN TO RUSSELL'S REAL LIFE PHONE CALL & FIND WHAT HE DOES WELL.

NOTES FROM A GREAT PHONE CALL – RUSSELL'S LIVE CUSTOMER

GREAT QUESTIONS THAT SELL TYRES

Using these effective questions will help you **sell more tyres**

PHONE GREETING	<ul style="list-style-type: none">• <i>Thanks for calling (BIZ) This is (Name)</i>• <i>This is (BIZ Name and Location)</i>
TAKEOVER QUESTIONS Response to questions about price, availability and info	<ul style="list-style-type: none">• <i>So you'd like (repeat back). I'll just need to ask a few quick questions</i>• <i>Just before I answer that, do you mind if I ask you a few quick diagnostic questions?</i>
GET THEIR DETAILS	<ul style="list-style-type: none">• <i>May I ask your name?</i>• <i>Have you been here before?</i>• <i>Are you a VIP customer?</i>• <i>Do you mind if I ask how you found out about us?</i>• <i>Are you a local?</i>
RAPPORT BUILDING	<ul style="list-style-type: none">• <i>What sort of a day have you been having?</i>• <i>How are you today?</i>• <i>Could I ask if you know much about tyres?</i>• <i>Is this your first enquiry?</i>

DIAGNOSTIC QUESTIONS

Needs, solution, and technical questions

VEHICLE TYPE	<ul style="list-style-type: none">• <i>What type of vehicle do you have?</i>• <i>What sort of vehicle do you have?</i>
USAGE Driver and passengers	<ul style="list-style-type: none">• <i>Who drives the vehicle?</i>• <i>What do you use the vehicle for?</i>• <i>Is this your vehicle or your wife's?</i>• <i>Do kids travel in the vehicle? Is safety a concern</i>• <i>How many Km's on average do you do a year?</i>
TYPE OF DRIVING	<ul style="list-style-type: none">• <i>What sort of driving do you do?</i>• <i>What sort of driving do you do mainly?</i>• <i>What type of driving do you do?</i>• <i>What's your driving style?</i>• <i>What sort of driving conditions?</i>• <i>What sort of driving conditions do you have?</i> <i>Long distance, around town, dirt roads?</i>
TYPE OF DRIVING Continued..	<ul style="list-style-type: none">• <i>Do you want tyres for performance and handling</i>• <i>Would you prefer Highway or All Terrain tyres?</i>• <i>Do you do any off road driving or mainly highway use?</i>

<p>NUMBER AND TYPE OF TYPE OF TYRES</p>	<ul style="list-style-type: none"> • <i>What type of tyres do you have on your car?</i> • <i>What size tyres are you running at the moment?</i> • <i>What tyre size and profile are you running at present?</i> • <i>Have you been happy with their performance?</i> • <i>Do you want something similar</i> • <i>How many are you after?</i> • <i>What tyre size do you want?</i>
<p>BRAND/ TYRE PREFERNCES</p>	<ul style="list-style-type: none"> • <i>Do you have a specific tyre or price in mind?</i> • <i>Would you like (Brandname) tyres or an inferior product?</i> • <i>Looking for anything particular?</i>
<p>VALUES/IMPORTANCE</p>	<ul style="list-style-type: none"> • <i>For you to get the right tyre, I need to know your priorities</i> • <i>What's most important to you?</i> • <i>What is most important to you when buying a tyre?</i> • <i>What is important to you in tyres?</i> • <i>What are you looking for in a tyre?</i> • <i>What features are you looking for in a tyre?</i> • <i>Are you keeping the car or selling it?</i> • <i>Do you care about the safety of your family?</i>

COMPARISONS/BUDGET	<ul style="list-style-type: none"> • <i>May I ask if you have had any other quotes?</i> • <i>How does that price compare?</i> • <i>Can I ask what your price range is?</i> • <i>What other products have you been quoted on?</i> • <i>What's your budget? (ask this last?)</i>
PURCHASE TIMING	<ul style="list-style-type: none"> • <i>When did you need those?</i> • <i>When do you need to purchase?</i> • <i>How soon do you need them?</i> • <i>We have (brand) tyres on sale this week.</i> • <i>Would you be driving the same this year or planning holidays?</i>
GET THEM ON THE FORECOURT	<ul style="list-style-type: none"> • <i>We have time to do it right now</i> • <i>Can you bring it down now?</i> • <i>Would you like to come in now?</i> • <i>What is the most convenient time for you?</i> • <i>Bring it in and we'll have a look</i> • <i>Come in and I can show you the different tyres</i> • <i>Can you show me your bike?</i>

OFFER APPOINTMENT	<ul style="list-style-type: none"> • <i>Can I make a time to fit them for you?</i> • <i>When would you like to get it done?</i> • <i>I can do it on (day). Is that okay?</i> • <i>I have 2 o'clock free. Would that suit?</i> • <i>Do you mind if we call you if we have a free booking tomorrow? (if busy)</i> • <i>What time and day suits you best?</i> • <i>Does 10 o'clock suit you tomorrow?</i> • <i>Is 2.00pm or 4.00pm suitable for fitting your tyres?</i> • <i>Would you like me to book it in now</i> • <i>When would you like to do that?</i> • <i>What's your best time for us to do that?</i> • <i>If you've got the keys, I can start right now</i>
GET THEIR DETAILS	<ul style="list-style-type: none"> • <i>Can we get a contact number?</i> • <i>Could I just get your mobile number?</i>
CLOSING + CONFIRMING QUESTIONS	<ul style="list-style-type: none"> • <i>Are you interested in buying today?</i> • <i>How does that sound to you?</i> • <i>How does that price sound to you?</i> • <i>How much deposit would you like to put on these tyres?</i> • <i>Would you like to pay by cash or credit card?</i>

<p>ADD-ON QUESTIONS</p>	<ul style="list-style-type: none"> • <i>Would you like a free tyre appraisal and brake check?</i> • <i>We also offer tyre maintenance programs to suit</i> • <i>You'll need a wheel balance with that</i> • <i>Have you considered a wheel alignment with your tyre purchase?</i> • <i>Do you need a lift home?</i> • <i>May I recommend balancing and nitrogen to increase the life of your tyres?</i> • <i>Can I help you with anything else</i>
<p>USE QUESTION SOFTENERS</p> <p>For when you need to ask a hard edged question or you haven't built rapport</p>	<ul style="list-style-type: none"> • <i>"By the way.. (question)"</i> • <i>"Would it be ok if I asked (question)"</i> • <i>"Do you mind me asking (question)"</i> • <i>"Is it ok if I ask (question)"</i>