



“Bob’s Tires and Service. Hold please.”





K&M TIRE Presents:



TELEPHONE HABITS FOR SUCCESS





“Nothing in life is more important than the ability to communicate effectively.”

-Gerald Ford, past US President





Telephone shoppers are **active** shoppers

They will call retailers until they have found the one that they would like to do business with.

Telephone shoppers **evaluate** retailers over the phone through the person that answers the phone.

They will have several factors to consider when selecting a retailer. Price, ability to service when needed, sales and deals, specials offers, and financing are tangible factors.

With the consumer, it often goes beyond the tangible factors and into the **intangible factors**.

Factors such as “sounded professional”, “gave me respect”, “sounded nice”, and even “made me feel good”, will play into the consideration.



Ringling Phone Opportunity

First impression

- Proper phone etiquette can lead to several new customers per year, month, week and even day.
- If done poorly, it can steer customers to the competition.



How are calls handled at your store?



How do you wish they were handled?



“Tire retailers won’t win over many customers on Price alone, because virtually all tire buyers expect a competitive price.”

-J.D. Power & Associates



Most customers will put service ahead of price, according to a four-year study conducted by BIGresearch.





How Buyers Make Decisions...

The Complete 100% Sale from J.D. Power and Associates

32% ... People Factor: Courtesy, Knowledge, Trust,

Empathy

29% ... Service: After the Sale Support, Warranty,

Quality

18% ... Facility: Cleanliness, Location, Hours

13% ... Reputation: What Do You Stand For?

8% ... Product Selection: Which tires can you offer?

Over 60% stated that service was the deciding factor
– Proper phone skills is one aspect of service



Customer Service Guidelines

Make the customer
feel ...

- Heard
- Understood
- Liked
- Respected
- Helped
- Appreciated



People don't buy because they understand, they buy because they feel understood.





Results of Phone Survey

by Tire Business Magazine

- 12% did a **GOOD** job
- 78% did a **POOR** job
- 10% did a **TERRIBLE** job





Communication

- **55%** is Non-Verbal
- **38%** is Voice Inflection –
Tone
- **7%** is Actual Words



Telephone Communication



- ~~5%~~ is ~~Non~~ Verbal
- **38%** is Voice Inflection –
Tone
- **7%** is Actual Words



Prepare for the Phone Call

- Paper & Pen
- Weblink open and ready
- Pricing and current special
- Appointment book



- **GREAT
ATTITUDE**



Proper Phone Procedures

- Answer by the third ring
- Don't talk in a noisy shop
- Use a formal greeting
- Speak clearly with a positive tone
 - Smile! 😊
- Help the person immediately, if possible
- Ask permission to put on hold
- Use on-hold marketing messages
- Check back with the person on hold
- Ask for the person's name
- Ask questions to determine need
- Listen & Learn
- Don't sell what's in stock – sell what meets their needs
- Ask for an appointment



**“Thank you for calling ABC
Tire, this is Bob. How may I
help you today?”**



CHOOSE to have a GREAT Attitude

People can hear
your SMILE!





Placing a Caller on Hold

- Ask Permission
- Use an on-hold messaging system
 - 90% of callers with silence on hold will hang up within 40 seconds, and 30% of those that hang up never call back.
 - Music will keep callers on the line 30 seconds longer than silence.
 - Information will keep callers on the line for up to three minutes longer.



The most important word to your customer is their **NAME**

- Makes the conversation more personal
- Helps you build a relationship with the customer
- Makes them feel respected





Ask Questions – Be A Better Listener

Do **NOT** ask: “What size?” Instead Ask:

- What type of vehicle?
- What type of driving?

Ears Open and Mouth Shut

Listen for clues to what is important to them:
Safety, Warranty, Mileage, Traction...

Listen 70%
Talk 30%





Invite Your Customers In!

A Positive Impression +
A Store Visit = A **SALE**



5 Forbidden Phrases

1. “I Don’t Know”

Replace with:

“That’s a good question. I’ll be happy to check and find out.”



5 Forbidden Phrases

2. We can't do that.”

Replace with:

“What we can do is ...”



5 Forbidden Phrases

3. “You’ll have to ...”

Replace with:

“To assist you, please ...”



5 Forbidden Phrases

4. “Just a second.”

Replace with:

“Are you able to hold or should I call you back?”



5 Forbidden Phrases

5. “No.”

Replace with:

A positive statement that describes the situation.



Evaluating Phone Skills



- Call Recording
- Call Scoring
- Track Closing Rates



Evaluating Phone Skills



- Tracks which marketing methods are generating phone calls
- Send text messages to mobile callers



www.logmycalls.com



Good telephone etiquette will always be a crucial element to winning customers and building business relationships.





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